

SEPTEMBER 1958

# SOUTHERN BUILDING SUPPLY

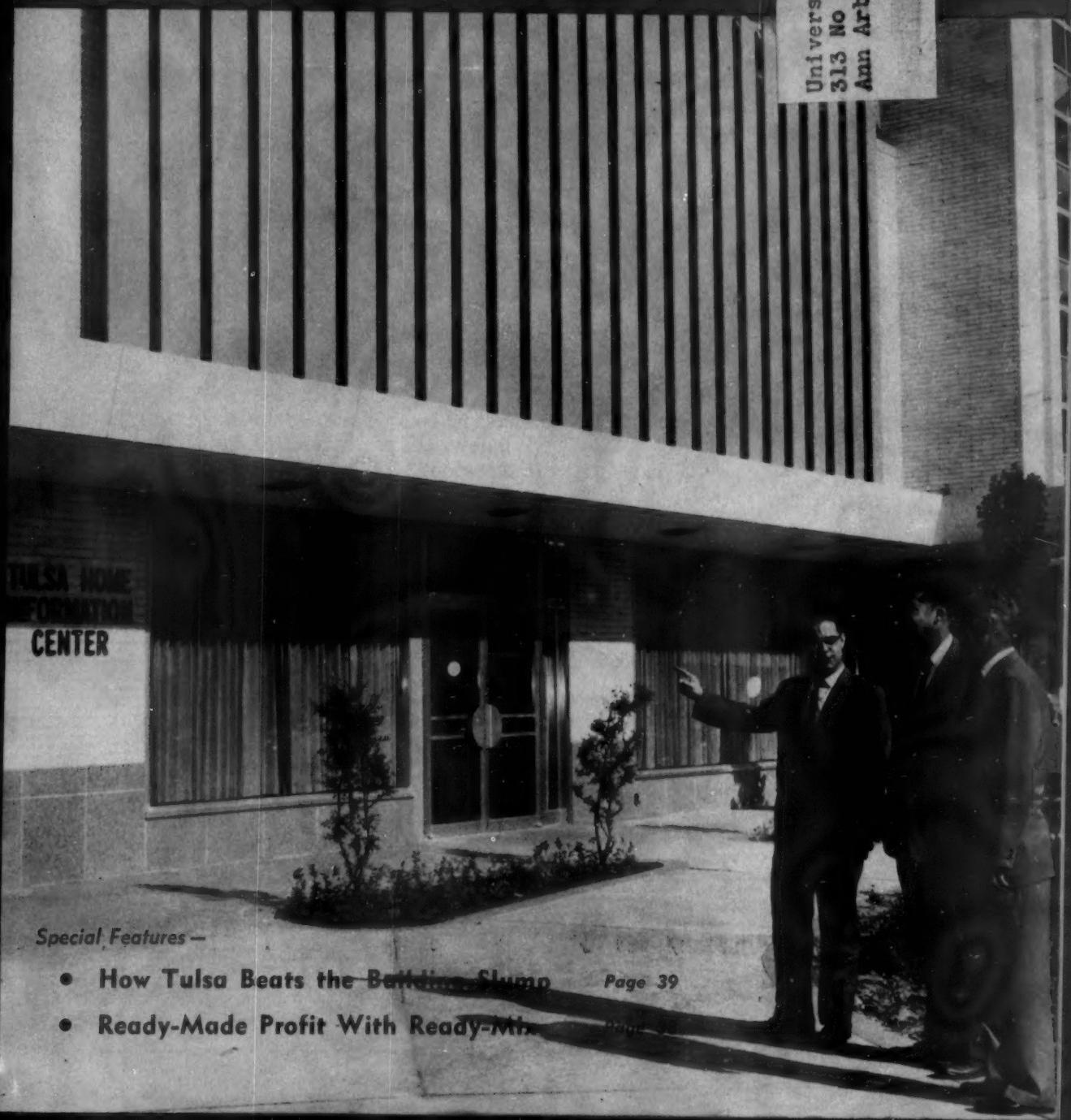
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- How Tulsa Beats the Building Slump Page 39
- Ready-Made Profit With Ready-Mix

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**DISTINCTIVE**— $9\frac{5}{8}$ " X 32" Flintkote Flintwood† Siding, applied with nailing strips, throws deep shadows under every course . . . produces the heavy, rugged look homeowners like . . . and buy. Flintkote A-C Siding chosen exclusively for these model homes in new 160-unit tract, Lakeside Park Homes, Glassboro, New Jersey.

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# SOUTHERN BUILDING SUPPLIES

September, 1958

Vol. 13 — No. 9

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ELECTRICAL SOUTH  
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**the best screen  
to handle is**

# TENSION-tite

FOR DOUBLE-HUNG WOOD WINDOWS

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Both standard and special size TENSION-tites are immediately available from nearby jobbers.

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#### 6,000,000 IN USE

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The steady turnover, good dollar volume, and excellent profit make TENSION-tite the screen to handle.

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TUline 7186

# 'BETTER WAY'

Sells 'Em "Old Glory," Too!



D. A. Hyer, former jobber salesman turned retailer in Dover, Del., always tries to accommodate the caller or customer — if there is an ultimate profit or important customer satisfaction to be gained. Therefore, when a young serviceman dropped by the Davey Lumber Co. store last year to find out "isn't there some merchant in this city who sells American flags?" — Hyer agreed to order him one pronto.

Since then, Hyer has kept four or five flags stacked up on his sales counter, being the only firm in the Delaware capital city to stock "Old Glory." In 12 months, this dealer reports he has sold a dozen flags. They have ranged in sizes from 3x5" to 5x8'. The flags retail from \$5.98 to \$11.90 each. The profitable mark-up is 50 per cent!

#### Portable, Low-Cost Storage Bins

Among the many space- and cost-saving ways of storing materials in the modern building of the Maner Builders Supply Co., 1494 Wrightsboro Road, Augusta, Ga., is the portable storage system shown in this picture.

"Stacking pallets" are inexpensively made by Maner employees in spare time from common boards and 2x4s. These are separated by one or more rows of concrete block "seconds," to accommodate the cartons of paint, hardware, or whatever the item to be stored requires.

This system allows the storage system to be changed as desired by inventory conditions.



## "Thank You" Ad Promotes Good Will

The Clinton Lumber Company of Petal, Miss., recently invested in a six-column, 12"-deep ad which undoubtedly sold good-will in great volume.

Three lines in a large, bold type were the "eye-catchers" which related the main purposes of the ad. The first was "THANK YOU!" followed by "WE ARE STILL IN BUSINESS!" with CLINTON LUMBER CO. at the bottom.

President Walter Clinton took the occasion to thank all his friends for their help and sympathy in connection with a recent fire loss. Then, he took the opportunity, in behalf of the whole company, to thank the Hattiesburg fire department for "their valiant efforts" in holding losses to a minimum.

Clinton then added that the company was still in business and that replacement stock had been purchased from other lumber concerns. He concluded with: "We appreciate the patronage you have given us in the past. You can depend on us to make every effort to continue to serve you with high quality lumber and prompt service!"

## Handy Way to Hold Laminate Display



Catering to cabinet makers, as well as contractors and home-owners, the Shaw Lumber Co. in Sumter, S. C., finds it profitable to keep a good stock and assortment of plastic laminate on display. However, such stock presented a problem of keeping the panels of counter-topping neatly in order and free of buckles and bends.

Robert I. Ard, Shaw salesman, solved the problem inexpensively by designing an inverted combination V/T island display and mounting a special "hold" bracket on it. In picture, Ard shows Charles L. Shaw, right, how the bracket operates.

The bracket is made of three pieces of scrap moulding. They are hinged together on a block above the display-base frame. A common screen-door spring, attached to the two hanging ends of the bracket, exerts enough pressure to hold the plastic sheets against the island display.

This modern sweep-over type of threshold is completely water proof, protected at all floor contact points with long lasting vinyl inserts. We manufacture 45 threshold types. Send for new catalog—57A.

A750 Aluminum 5" x 1/2" B750—Brass 5" x 1/2"

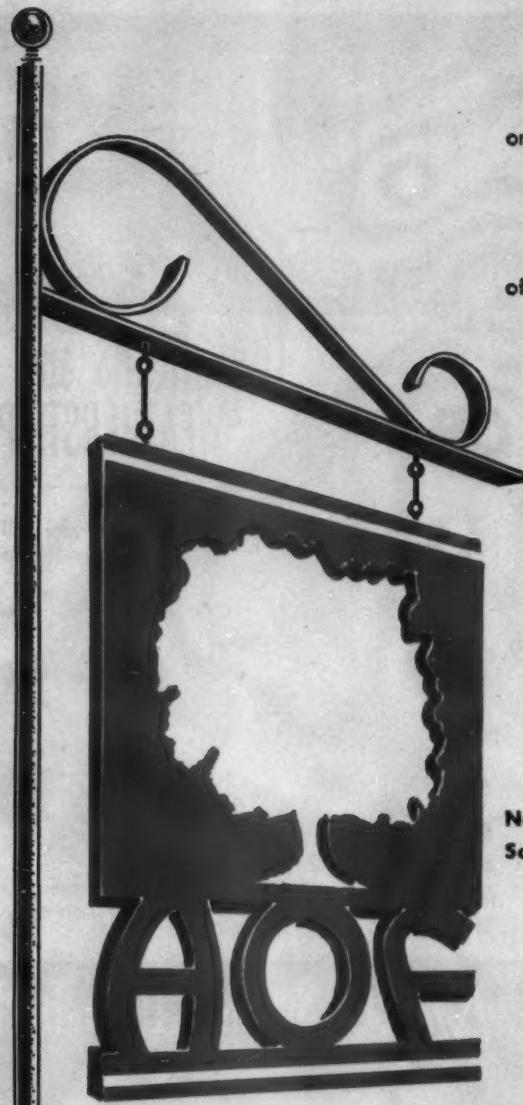
A new, effective latch track that will fill the growing school building demand.

All Types of Bronze, Aluminum and Stainless Steel Weatherstrips

"Do it Now" Bronze W/S  
12 coils in handy dispenser with nails.

"Count on Southern"

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The AOF sign is a symbol of the South's largest supplier of fine hardwoods. Let it be your guide as a sign of savings. When you order from AOF you save time and cut costs by getting all of your hardwoods from one source, in L.C.L. or carload lots. If your business requires the uses of several types of hardwoods, your order for different species can be used to make up carload lots. AOF hardwoods are readily available, air dried or kiln dried, from any of ten AOF distribution centers. Whatever your requirements, for carloads, mixed cars, or L.C.L. quantities, we can furnish your needs promptly. We shall be glad to send a representative to discuss your needs for any hardwoods, without obligation.

Ash	Limba
Basswood	Magnolia
Beech	Hard Maple
Northern Birch	Soft Maple
Southern Birch	Genuine Mahogany
Cedar	Philippine Mahogany
Cherry	Red Oak
Cypress	White Oak
Red Gum	Poplar
Sap Gum	Walnut

*The sign of supply for hardwoods\**

*When you think of hardwoods, think of*

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# \* WEPCO... BUILDS YOUR FALL TRAFFIC

*...with a Big Free THERMOMETER Promotion*



GENUINE CHANAY  
OUTDOOR  
THERMOMETER  
\$9.95 RETAIL

**Here's how it works:**

**1**

Promotion is Kicked-Off in October Good Housekeeping Magazine! Large space ad features thermometer . . . tells over 12,000,000 readers it is theirs free with no purchase necessary, merely by asking to see Wepco windows or doors.

**2**  
**3**

The Thermometers are made Available to you at a Special Low Price. For just a few cents per prospect, you get interested customers into your store, watching a Wepco window or door demonstration. Also, Wepco's trained representatives are available to help you stage demonstrations.

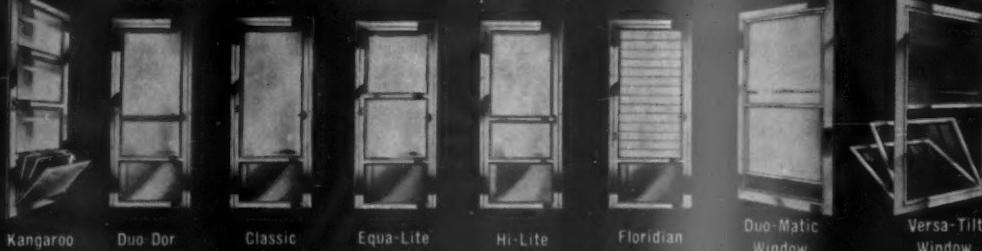
Special Tie-In Newspaper Mats are Available. Hard-hitting ads, geared to produce traffic. And when you use them, Wepco's liberal co-op ad plan helps pay the cost.



JOIN WEPCO IN THIS SURE-FIRE TRAFFIC BUILDER. CONTACT EITHER YOUR WEPCO DISTRIBUTOR OR WEPCO SALES REPRESENTATIVE TODAY...

or write, WEPCO, A Division of the Weather-Proof Co., Litchfield, Ill.

Sell WEPCO, the most complete line of combination windows and doors



Distributed In This Area By:

**Central Warehouse Corporation**

Bristol, Virginia

**Sash Door & Glass Corporation**

Richmond, Virginia



SPECIAL S-B-S REPORT

## THE OUTLOOK from WASHINGTON

September 1958

Unknowingly, you, as a dealer, may now be under NLRB jurisdiction. Effective September 1, the National Labor Relations Board adopted new standards, under which a retail establishment doing \$500,000 gross volume of business (sales) automatically comes under its jurisdiction. Matter of dollar volume of direct purchases from outside the state; or the shipment of merchandise into another state; as well as purchases coming to dealers indirectly from outside the state are eliminated. Non-retail (wholesale) businesses will be covered if the amount of shipments (sales) reaches \$50,000 per annum. At this point, it is assumed that NLRB will deal with individual firms in applying the new yardstick. In any case, there's a good chance that you may now be tapped by a union for the holding of an election by the NLRB to determine the recognition of a bargaining agent for your employees.

Home building is really coming to life. Private housing starts, at an annual rate of nearly 1.2-million, are highest in 2-1/2 years. Construction outlays in July reached \$4.6-billion, a record for the month, up \$200-million from June and \$100-million from July 1957.

The employment picture has brightened encouragingly. Employment mark jumped to 65.2 million in July, a gain of 198,000 from a month earlier, but it failed to come near the record 67.2 million employed in July last year. Of the latest total, 58,461,000 were in non-agricultural employment, up 380,000 from a month earlier. Agricultural employment at 6,718,000 was off 182,000 from June. Unemployment at 5,294,000 was down 143,000 from June, but 2.3 million above a year earlier. The civilian labor force in July at 70.5 million compared with 70.2 million in July last year.

Industrial production is reportedly on the rise. It climbed upward for the third straight month in July — to a seasonally-adjusted 133% of the 1947-49 average. The Federal Reserve Board noted "widespread" increases in output of durable goods, although the auto production pace was little changed from June.

Average American workers come close to being patronized by employers. A recent survey of some 1,000 businesses by the U. S. Chamber of Commerce revealed that fringe benefits in 1957 cost firms some \$981 per employee — e.g., \$310 for pensions and insurance; \$311 in vacation and holiday pay. Total for '55, by the way, was \$819.

The small business is admittedly today's political favorite. To confirm the fact, study the small-business record of the '58 Congressional session — more money for loans, tax concessions, help in raising equity capital, etc. The farm bloc does not pack the power that it formerly did. Labor power remains colossal, and may continue to grow even greater. Racketeering in unions may have jolted many, but it failed to galvanize Congress into the intense action that was expected.

Inflation fears are ballooning around Washington. Rise in steel prices will probably not be rolled back. Thus, higher '59 automobile prices are a sure bet, as are costs on other consumer durables.

# Southern Building Supplies:

**Striving to serve these  
Associations which serve  
building supply dealers  
throughout the South**

**Alabama Building Material Exchange** — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: Emanuel J. Vakakes, Birmingham, Ala.

**Arkansas Association of Lumber Dealers** — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. FRanklin 5-8283. President: L. A. Hardman, Helena, Ark.

**Building Material Merchants of Georgia** — 610 Glenn Building, 120 Marietta Street, N. W., Atlanta 3, Ga. Tel. JA 3-7349. Executive Secretary: Herbert G. Drews. President: Harrell C. Murray, Savannah, Ga.

**Carolina Lumber and Building Supply Association** — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-1503. President: R. B. McClure, Charlotte.

**Florida Lumber and Millwork Association** — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. GARden 2-3761. President: Arthur C. Bivins Jr., Miami, Fla.

**Kansas Lumbermen's Association** — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Van Fange. Tel. 4607. President: A. E. Nickelson, Emporia, Kan.

**Kentucky Retail Lumber Dealers Association** — Marion National Bank Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 72. President: Wallace W. Henderson, Hopkinsville, Ky.

**Louisiana Building Material Dealers Association** — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: T. W. M. Long, Shreveport, La.

**Lumbermen's Association of Texas** — 304 First Federal Savings Bldg., Austin 1, Tex. Executive Vice-President: Gene Ebersole. Tel. GREENwood 2-1194. President: Ralph G. Campbell, Fort Worth, Tex.

**Middle Atlantic Lumbermen's Association** — 1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377.

**Mississippi Retail Lumber Dealers Association** — 607 North State Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Wilson Virden, Rolling Fork, Miss.

**National Retail Lumber Dealers Association** — 302 Ring Building, 18th and M Streets, N.W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NATional 8-6757. President: J. C. O'Malley, Phoenix, Arizona.

**Oklahoma Lumbermen's Association** — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel. 7-0338. President: R. E. Fraley, Ardmore, Okla.

**Southwestern Lumbermen's Association** — 512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: G. Kenneth Milliken. Tel. Victor 2-2265. President: W. M. Robinson, St. Louis, Mo.

**Tennessee Building Material Association** — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Harvey Foskett, Gallatin, Tenn.

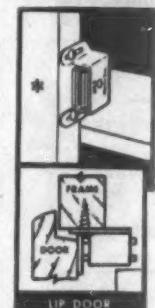
**Virginia Building Material Association** — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. EL 8-1749. President: Fred Shortt, Grundy, Va.

**West Virginia Lumber and Builders Supply Dealers Association** — P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: D. G. Ogden, Dunbar, W. Va.

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- PERMANENT "CERAMIC" TYPE MAGNET.
- POWERFUL 12 TO 15 POUNDS PULL.
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- SELF-ALIGNING.
- UNIQUE CASE DESIGN FITS ANY DETAIL.



The demand for a moderately priced magnetic catch with strong, adequate holding power is now met with the Ives No. 325!



The versatility of application, particularly on lip doors (shown at left\*) whereby the case, being open both front and back, can be attached directly to the frame by reversing its normal position. Note how the case is set back to receive the door panel and yet the screw holes are forward to engage in the center of the frame.



Order yours today—you'll want to be one of the first to sell the Ives No. 325 which will become a leader in today's market!

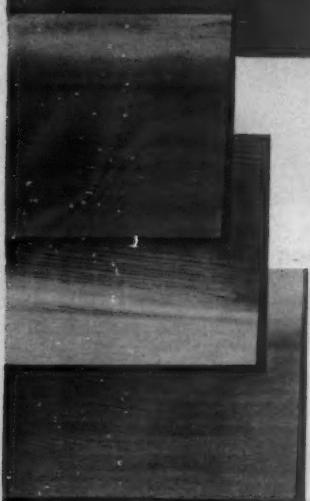


Counter Demonstrator  
← available.

THE H. B. IVES COMPANY  
NEW HAVEN, CONN.

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**REDWOOD SIDING**



Your customers will appreciate the substantial savings of Noyo "A" Grade siding. Certified Kiln Dried, milled and inspected to meet CRA specifications—the small difference is inclusion of sapwood.

**PROSPECTS**

Ask our representative for consumer leads from CRA National advertising.

- Certified K.D.
- Treated or Natural
- Choice of Patterns
- Choice of grain



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FROM . . .

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**GARDNER  
ASPHALT PRODUCTS CO.**

POST OFFICE BOX 5776

TAMPA, FLORIDA



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ACETIC ACID conc.	CHELICERIC ACID
CARBOLIC ACID	FORMIC ACID
HYDROBROMIC ACID	NITRIC ACID
HYDROCHLORIC ACID (any conc.)	LACTIC ACID
OLEIC ACID	NITROUS ACID
OXALIC ACID	SULFUROUS ACID
PHOSPHORIC ACID	PICKLING ACID
SULFURIC ACID (any conc.)	TANNIC ACID

Take any section of Vitrified Clay Pipe into a testing laboratory. Soak it in these corrosive industrial acids—any mixture or any concentration. "Cook" the pipe in boiling acid. Immerse it in aqua regia. Run a stream of acid through the pipe for weeks or months or years. Even before the tests begin, you know the results: *Clay Pipe is completely unaffected by acids and other corrosive elements!*

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# Vitrified

# O CONEE

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WRITE FOR CIRCULAR  
DESCRIBING  
**OCONEE'S**  
**NEW WEDGE-LOCK**

**Factory made plastic joints that snap together instantly!**

# TOP NEWS

For Dealers, Wholesalers and Manufacturers

## '58 NRLDA Exposition to Spotlight Aggressive Merchandising Theme



Melvin H. Baker



Walter Headley Jr.

Board Chairman Melvin H. Baker of the National Gypsum Co., and Walter Headley Jr., treasurer and chief economist of the Armstrong Cork Co., have been tapped as keynote speakers for the fifth annual building products exposition of the National Retail Lumber Dealers Assn. in Chicago, November 22-27.

Baker, said to be one of America's foremost industrialists, will set the merchandising theme for the four-day program with an address at the building material dealers' traditional "kick-off" breakfast on Saturday, November 22.

Pointing to the general lack of personal selling existing in most industries today, Baker will describe the elements of successful selling, stressing the present vital need for increased salesmanship, including sales-mindedness at the management level.

The National Gypsum executive began his career in building materials as a salesman over 50 years ago, and regards salesmanship as the "lifeblood of any business." As

his firm's chief executive, he is said still to consider himself primarily a salesman. He assisted in founding National Gypsum in 1925.

Headley's address will be a principal program feature on Tuesday, November 25, closing day of the exposition. The Armstrong official will give lumber dealers an economic preview of the building materials industry.

One of the industry's busiest and most authoritative spokesmen, Headley is a frequent advisor to industry and the government. He is president of the American Statistical Assn. and a member of the American Economic Assn., the Forecasters Club of New York, and the Financial Analysts of Philadelphia. He is presently serving on advisory and research councils for the Bureau of the Budget, the Bureau of Labor Statistics, the Federal Housing Administration and the Department of Commerce.

Duncan S. Briggs, lumber dealer of Oneonta and Palatine Bridge, N. Y., has been named program chairman and moderator for an-

other of the principal business meetings at the exposition. Assisted by a panel of building materials dealers who are specialists in home modernization, Briggs will conduct a discussion on lumber dealer merchandising of home improvements and specialty items. Cooperating also in the development of the program is Horace Pierce, managing director of the Northeastern Retail Lumbermen's Assn., of which Briggs is president.

In all, eight critical areas of dealer interest are slated for discussion at the national association meeting.

A new method of program development is being utilized in the organization of dealer meetings of the 1958 exposition. Program Chairman Deyo W. Johnson revealed. At the invitation of the exposition committee, executive secretaries of eight state and regional associations are assisting as program managers of the various sessions.

Charged with setting up the program on kitchen merchandising is Edwin F. Sembell, secretary of the Illinois Lumber and Material Dealers Assn. The session on how to sell more home improvements is under the management of Horace G. Pierce, managing director of the Northeastern Retail Lumbermen's Assn., Rochester, N. Y. Case histories of successful competition against prefabs is being developed by Charles E. Benson, executive vice-president of the Ohio Assn. of Retail Lumber Dealers. Robert L. Craft, executive secretary of the Indiana Lumber and Builders Supply Assn., will discuss personnel management. Donald J. Moe, secretary of the Michigan Retail Lumber Dealers Assn., is setting up the session on the outlook for the building materials industry. A sales-centered program to take advantage of the present strong farm market is under development by G. Kenneth Milliken, executive vice-president of the Southwestern Lumbermen's Assn., Kansas City, Mo. All sessions are scheduled as breakfast meetings at the Conrad Hilton, NRLDA headquarters.

*For strong, lightweight sheathing...*

*suggest **WHITE FIR***



*stays straight and flat while in storage and after placed in use*



**WHITE FIR**—fine 5 ways for sheathing. In addition to being strong and lightweight, White Fir has good insulating qualities and works and nails easily to make it an excellent lumber for sheathing. Any grade of No. 4 Common or better develops more than sufficient strength to meet all accepted strength standards for wall or roof sheathings.

White Fir furnishes you one of America's most versatile softwoods. Carefully dried, it is readily adaptable for *siding, framing, industrial uses, roof decking, architectural woodwork, paneling and mouldings*. Because of its light weight and soft texture, it is economical to handle and work on the job site. Order White Fir from Western Pine Mills in straight or mixed carloads.



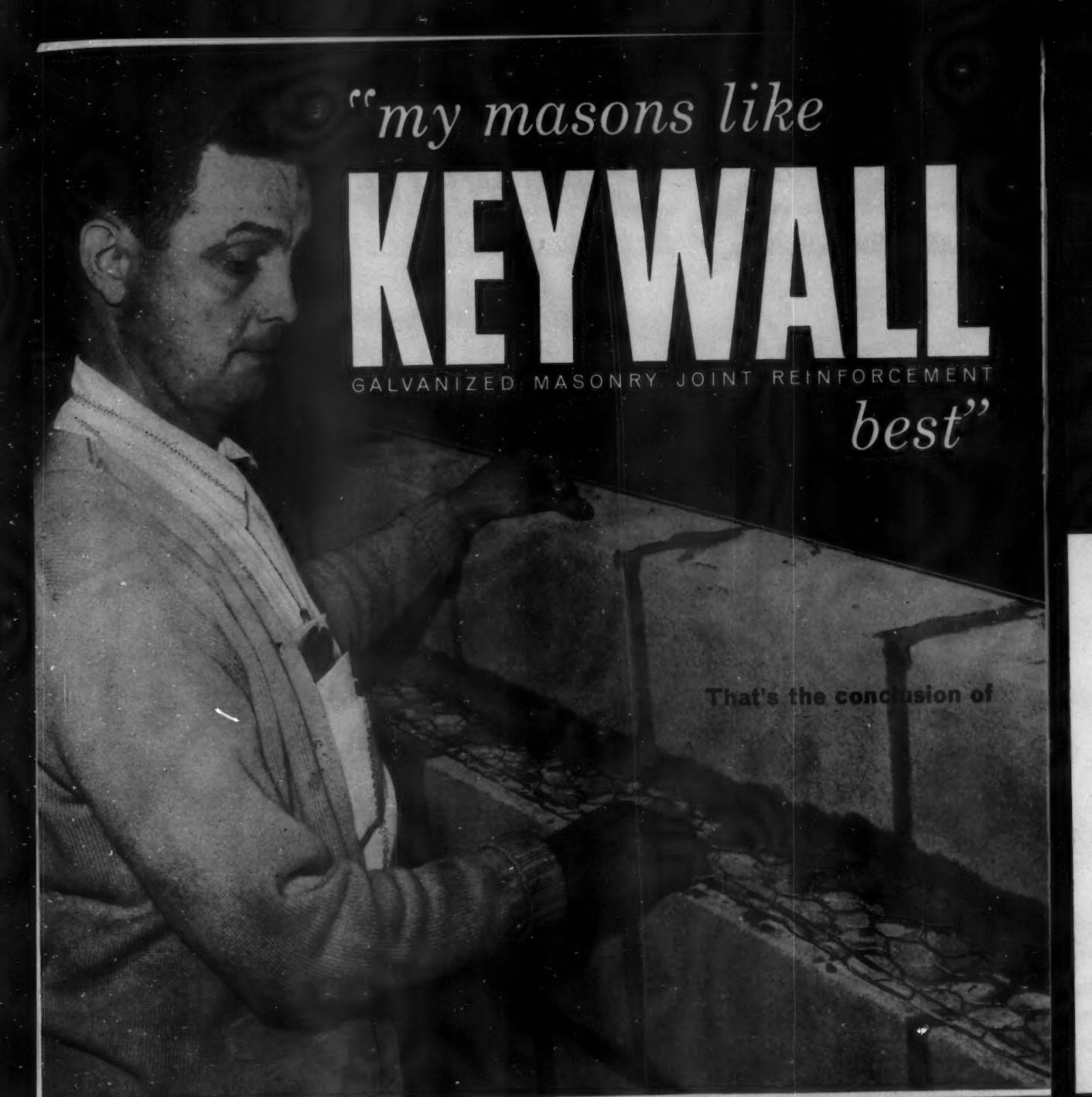
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**Western Pine Association**

*member mills manufacture these woods to high standards of seasoning, grading and measurement*  
**Idaho White Pine • Ponderosa Pine • Sugar Pine  
White Fir • Incense Cedar • Douglas Fir • Larch  
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*Today's Western Pine Tree Farming Guarantees Lumber Tomorrow*



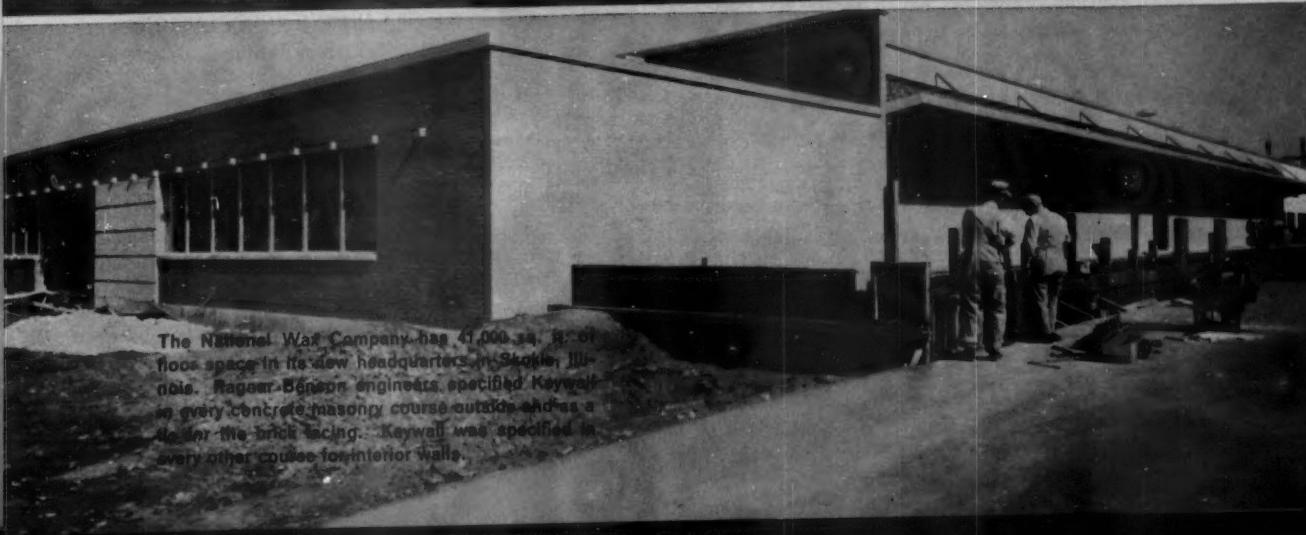
"my masons like

# KEYWALL

GALVANIZED MASONRY JOINT REINFORCEMENT

*best*"

That's the conclusion of



The National Wax Company has 47,000 sq. ft. of floor space in its new headquarters in Skokie, Illinois. Rappaport-Benson engineers specified Keywall in every concrete-masonry course outside and as a tie-in for the brick facing. Keywall was specified in every other course for interior walls.



When partition walls are to be built later, Keywall may be cut to extra length to serve as a wall tie. Then Keywall ends may be moved out of the way until needed. Smooth edges of Keywall won't cut or tear hands.

**Joe Alberti, masonry superintendent,  
Ragnar Benson, Inc.,  
Chicago Engineers-Builders**

Mr. Alberti, as well as his masons, is enthusiastic about this new joint reinforcement. Ask one, Joe Witty, for his opinion, "I'd use Keywall in my own home." Then ask Ragnar Benson designers, "We're specifying Keywall wherever masonry reinforcement is needed."



Note how readily Keywall adjusts to variation in brick and masonry courses. Here it serves as tie between brick and block.

You get the same enthusiastic agreement whenever you go on a job where Keywall was used. Architects have seen its superior ability to reduce shrinkage cracks. Its design assures full embedment and strong bond. Masons prefer to use Keywall. They use it as specified. Keywall takes little space on the scaffold. Unrolls in place on the wall. Cuts easily. Installation is fast—without waste. No wonder that on job after job, builders are switching to Keywall.

## KEYSTONE STEEL & WIRE COMPANY

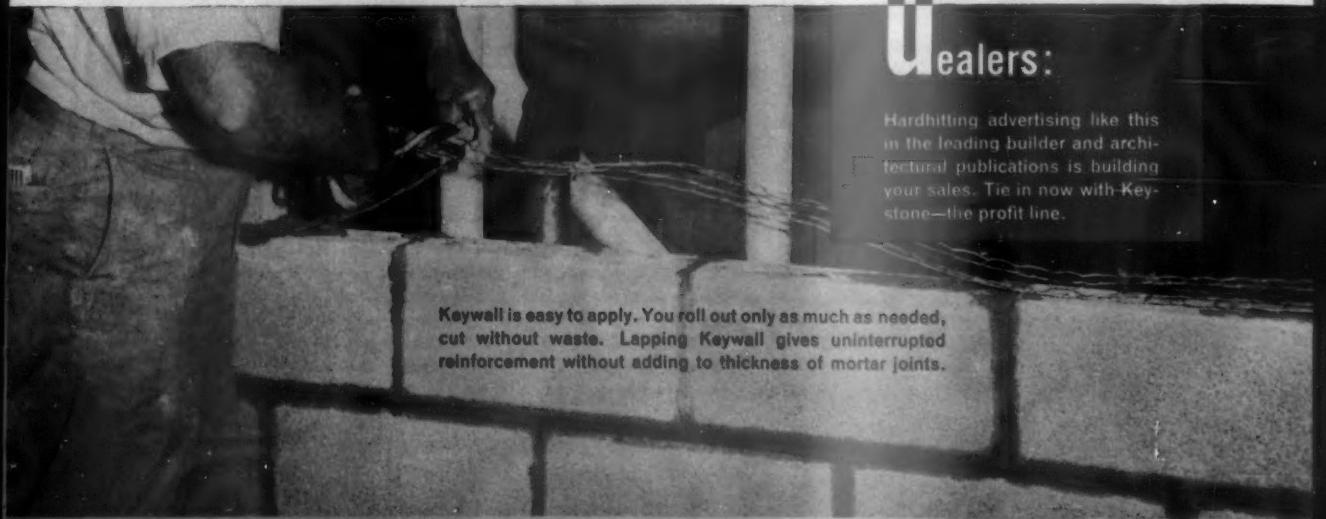
Peoria 7, Illinois

Keycorner • Keybead • Keymesh • Keywall • Welded Wire Fabric • Nails • Non-Climbable Fence

**d**ealers:

Hardhitting advertising like this in the leading builder and architectural publications is building your sales. Tie in now with Keystone—the profit line.

Keywall is easy to apply. You roll out only as much as needed, cut without waste. Lapping Keywall gives uninterrupted reinforcement without adding to thickness of mortar joints.



## National Conference Set to Develop Uniform Building Code Requirements

A significant step has been taken towards the development of uniform residential building code requirements which, if adopted by a majority of American communities, may reduce the cost of new one- and two-family houses by \$1,000 or more.

The American Standards Assn. has called a general conference in September for all national groups substantially concerned with the scope and provisions of residential building code requirements. Purpose of the conference will be to determine if a consensus can be reached on the initiation of a project for the development of American Standard building code requirements for one- and two-family houses.

The conference is the result of a request which the American Standards Assn. received from publisher Henry R. Luce on behalf of 14 national organizations concerned with home building.

"Conflicting and often archaic codes are adding at least \$1,000 to the cost of the average new house built this year," Luce said. "This is a figure too dramatic and urgent to be ignored. On one million new homes, this multiplies out to over \$1-billion a year of waste caused through building codes."

Luce based his statement on the findings of an industry round-table conference on home building codes last May. According to the experts present at this conference, ten common wastes enforced by many local codes alone add more than \$1,000 to the price of a house. These wastes include wiring installations more costly than necessary; over-engineered framing lumber sizes; a ban on trusses; trusses and studs spaced more closely than necessary; needlessly heavy sheathing; needlessly heavy sub-flooring; vents spaced more closely than necessary; oversized or overweight pipes; and useless housetraps on waste lines.

The 14 national groups on whose behalf Luce submitted the request for American Standard building code requirements are:

American Council to Improve Our Neighborhoods (ACTION), the American Institute of Architects, Building Research Advisory Board, Building Research Institute, Construction and Civic Development

Dept. of the U. S. Chamber of Commerce, the Home Manufacturers Assn., the Lumber Dealers Research Council, the Mortgage Bankers Assn. of America, the National Assn. of Home Builders, the National Assn. of Mutual Savings Banks, the National Assn. of Real Estate Boards, the National Retail Lumber Dealers Assn., the Mortgage Lending Policy Committee of the Life Insurance Assn., and the United States Savings and Loan League.

### William Bonnell Co. Opens Louisville Regional Office



Stark

Wright

The William L. Bonnell Co., Inc., Newnan, Ga., manufacturer of extruded aluminum mouldings, has announced opening of a regional sales and service office in Louisville, Ky.

With G. Warren Stark as regional sales manager, the new of-

fice will serve all of Kentucky, southwestern Ohio, and southern Indiana.

Stark studied tool engineering at Ohio State University. He was previously district manager for the Surface Combustion Corp. in Louisville.

Frank D. Wright has been appointed industrial sales manager for the company at Newnan, Ga. He attended Wayne University in Detroit. He has had wide experience in aluminum marketing.

### Bestwall Gypsum Starts Plant Construction in Ga.

The Bestwall Gypsum Co. recently broke ground for its first eastern seaboard plant in Brunswick, Ga.

The Brunswick plant, to be built at an estimated cost of \$7½-million, is expected to be completed late in 1959. It will be the first of three gypsum board, lath and plaster plants included in Bestwall's multi-million dollar Atlantic coast expansion program. Employing approximately 250 persons, the plant will have an annual production capacity of 300-million square feet of gypsum board and lath, requiring 300,000 tons of gypsum ore annually.

Bestwall President Rawson G. Lizars said that the completion of the Brunswick plant will be timed to meet the increased need for gypsum building materials in the Southeast.

### BUILDING IS SHOWCASE FOR COMPANY PRODUCTS



This new general office building of the Reynolds Metals Co., Richmond, Va., contains 1,235,000 pounds of aluminum, and acts as a showcase for the light metal's many uses in modern architecture. Glass walls are shielded by the world's largest system of automatic sun louvers, made of aluminum.

The building cost \$11.5-million, excluding land and land improvements. It serves as the company's new consolidated headquarters for sales, manufacturing and corporate groups.

# MONARCH METALANE

WEATHERSTRIP

MADE OF

# ANODIZED ALUMINUM

PLUS

**Better anodized aluminum used for MetaLane Weatherstrip gives permanent protection against cold, dirt, dampness**

The more expensive aluminum alloys from which MetaLane is made must conform to the highest standards ever established for weatherstrip. Typical Monarch specifications require a tensile strength almost twice that of other available aluminum weatherstrip materials—temper must be maintained within very narrow limits so MetaLane weatherstrip will never lose its precision-formed shape—resiliency must be permanent to assure maximum weather-tightness for the life of windows and doors.

In addition to using a basically higher quality metal, Monarch supplements the anodizing process with extra finishing operations including sealing the surface with antifriction lubricant. The result of this costlier production is a friction-free weatherstrip with a beautiful surface that will never corrode, wear or stain.

Ask for MetaLane® weatherstrip on all the door and window units you sell. It costs no more than ordinary weatherstrips.

*Monarch is the Originator of anodized aluminum weatherstrip.*

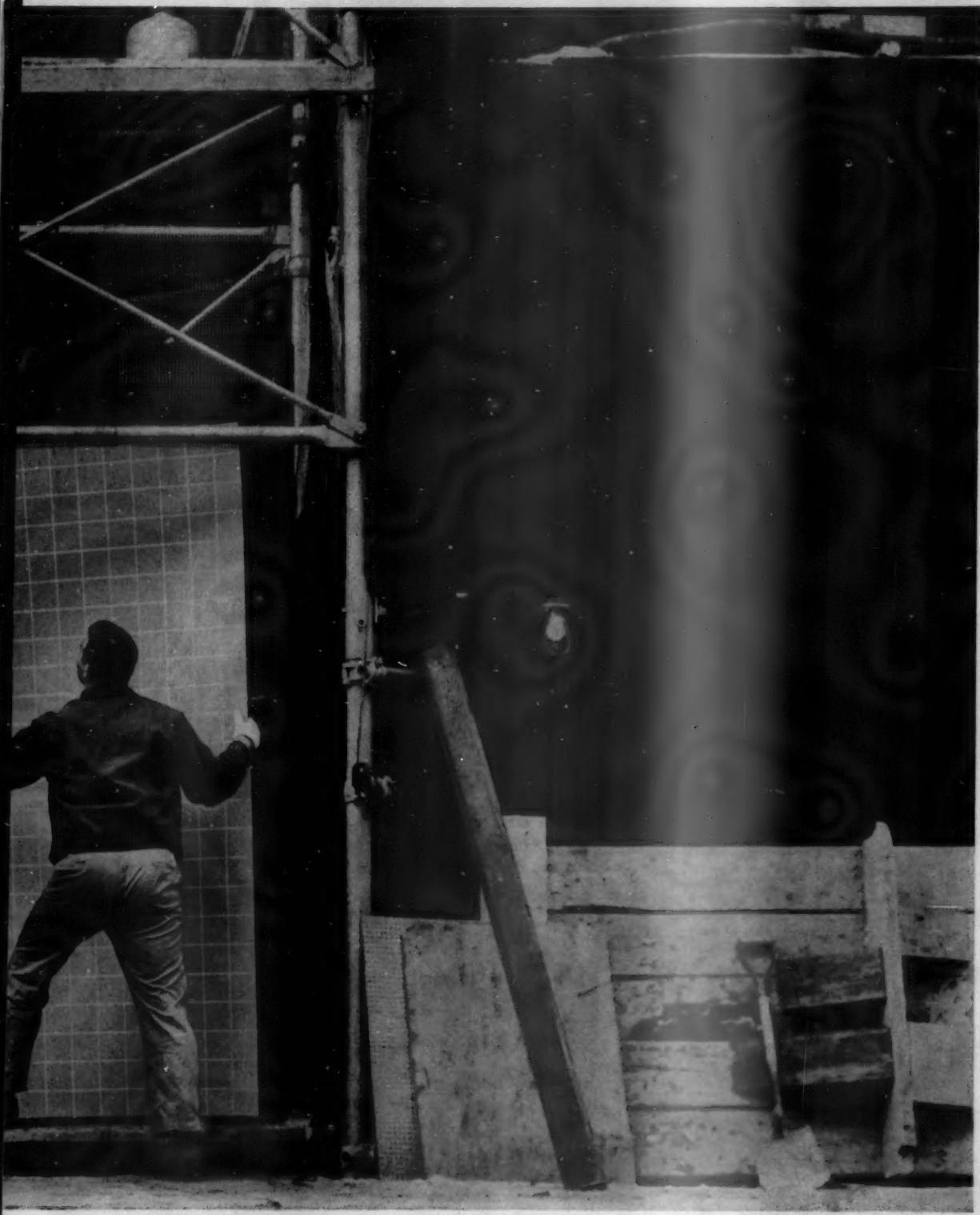
MONARCH METAL WEATHERSTRIP CORPORATION • 6343 ETZEL AVENUE • ST. LOUIS 14, MISSOURI

# STORY AFTER STORY OF BARCLAY SUCCESS



**No other standard fiberglass panel has earned all these seals!**

Dealers report success story after story on selling the highest quality plastic coated panels in the business... BARCLAY... now being powerfully promoted to millions of their customers from coast to coast. Full color advertising sells BARCLAY's decorator colors, patterns and wood grain finishes... tells the story of BARCLAY's greater wall and ceiling economy. They're using dramatic BARCLAY displays and sales aids to produce richer dealer profits every day. And BARCLITE reinforced fiberglass panels are keeping this fast pace, too... with story after story



featuring its lightweight, easy-up success in thousands of applications for home and industry...for year 'round sales. Both are high profit money-makers...contact your distributor for all the BARCLAY and BARCLITE facts today. He's got full stocks for immediate delivery!

**BARCLAY MANUFACTURING CO., INC.** Dept. SB9, Barclay Building, New York 51, N. Y.



## BINSWANGER & CO. ELECTS NEW PRESIDENT



Millard I. Binswanger

Millard I. Binswanger has been elected to the presidency of Binswanger & Co., Inc., glass and building material company founded in Richmond, Va., 86 years ago. He succeeds Sam E. Binswanger, who has been promoted to chairman of the board.

Both Binswangers were born and raised in Richmond, and graduated from the Richmond public schools. Millard received a B.S. degree from the University of Virginia in 1927, and an M.A. degree in business administration from the Harvard Business School.



Sam E. Binswanger

He started his career with Binswanger in 1929. Since 1950 he has been executive vice-president and general manager of the company. He also is an officer and director of Binswanger & Co. of Tennessee and Binswanger & Co. of Texas.

Sam Binswanger, an alumnus of Cornell, has spent almost his entire business life with Binswanger, occupying several different positions and offices, and having served as president for nine years. As chairman of the board, he will remain active in guiding the policies of the company.

### Huttig Honors Paul Keene, Retired Old-Timer Salesman

The Huttig Sash & Door Co. of Louisville, Ky., recently honored one of its retiring outstanding salesmen at a testimonial dinner.

He was Paul Keene, who joined Huttig in 1936 when the company bought out W. J. Hughes of Louisville. Keene has been number one salesman in both volume and profit almost every year he served Huttig's Louisville branch.

At a testimonial presentation for the old-timer salesman, L. E. Bludworth, regional vice-president and manager of the Louisville branch, read the following letter to Keene, written by Huttig Vice-President Ed Waller of St. Louis.

"Some thirty years ago Paul Keene joined the ranks of the sash and door peddlers. Before that he had come up the hard way, selling patent medicine to

drug stores, general stores, hardware stores — probably even liv-



Paul Keene

ery stables — in every crossroads village on the map and a lot more that were not on the map. He had travelled by train (passenger and freight), by buggy, by mule and

even 'hoofed' it when there wasn't any other means of transportation.

"He started out to sell sash and doors with little more than a handbag and an order book. In those days a sash and door salesman sold sash and doors and that was just about it. There were no frames, trim, hardware, insulation, wallboard, or ornamental iron. Window and door units were unheard of. Paul didn't know the difference between a plain rail and a fence rail. On his first trip the dealers had to write up his orders for him. But he got the orders, which is the first, last and only proof that a man is a salesman.

"In a few years came the great depression, when many a weakling and many a strong man fell by the wayside. But, in the darkest days, Paul was up early and back late — slugging it out. The pickings were pretty slim, but what there was, he got.

"On through the years he has done his job well. In good times and bad — we have laughed and cussed and fussed together. Now, as he takes a well-earned rest he can enjoy the greatest satisfaction of all — knowing that he has worked hard and faithfully, and that he has countless friends among his customers and associates, all of whom wish him the best of good things. So, 'Here's to Paul — a gallant knight of the road!'"

### N. C., Kansas, Lead South In May Building Contracts

Ten of 18 Southern states showed substantial gains in May contracts for future construction, as compared with May, 1957, according to the F. W. Dodge Corp.

Showing the greatest percentage of gain over 1957 were North Carolina and Kansas, while Georgia and Arkansas showed the biggest percentage of decrease.

Those states showing an increase in May contracts are North Carolina, up 74%; Kansas, 65%; South Carolina, 59%; Louisiana, 53%; Maryland, 50%; District of Columbia, 22%; Virginia, 7%; Mississippi, 6%; West Virginia, 3%; and Missouri (percentage of gain not shown).

Falling below the '57 level for May, Dodge reports indicated, were Delaware, down 1%; Oklahoma, 1%; Tennessee, 6%; Alabama, 9%; Texas, 9%; Kentucky, 18%; Georgia, 27%; and Arkansas, 27%.

# NEW TRIPLE GLIDING WINDOW UNITS



**so Modern! so Beautiful!**

**ADD THIS SALES BOOSTER TO YOUR WINDOW LINE**

Here is a window unit that meets modern needs for architectural harmony and maximum utility. Frame and sash are selected Ponderosa Pine, treated with water repellent and rot-proofing preservative. Triple Gliding removable windows are suitable for any room in the house. They are completely weatherstripped and factory assembled with Wintite sash locks and full size aluminum frame screens installed.



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**Distributors**

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES  
Rocky Mount, Virginia

# THE MARK\* OF A GOOD BUSINESSMAN

**SPA**

**SPA**

*These mills of the  
Southern Pine Association  
can sell you*

**SPA Southern Pine:**

**ALABAMA**  
 The Allison Lumber Company  
 Olan Belcher Lbr. Co., Inc.  
 S. E. Belcher, Inc.  
 W. A. Belcher Lbr. Co.  
 W. E. Belcher Lbr. Co.  
 Clancy Lumber Company  
 Graham Lumber Company  
 Jackson Saw Mill Co., Inc.  
 Ray E. Loper Lumber Company  
 McMillan Mill Company  
 McShan Lumber Company  
 Miller and Company  
 T. R. Miller Mill Co., Inc.  
 Reid Brothers Lumber Company  
 Scotch Lumber Company  
 M. W. Smith Lumber Company  
 M. W. Smith Sawmill Co.  
 W. T. Smith Lumber Co., Inc.  
 Summerville Brothers Lbr. Co.  
 Horace S. Turner, Jr., Inc.  
 W. T. Vick Lumber Company  
 W. J. Word Lumber Company

**ARKANSAS**  
 Bearden Lumber Company  
 Bradley-Southern Division  
 Potlatch Forests, Inc.  
 Crosscut Lumber Company  
 Dierks Forests, Inc.

Bellamy  
 Brent  
 Green Pond  
 Birmingham  
 Centreville  
 Grayson  
 Maplesville  
 Jackson  
 Tuscaloosa  
 Brewton  
 McShan  
 Selma  
 Brewton  
 Evergreen  
 Fulton  
 Jackson  
 Camden  
 Chapman  
 Aliceville  
 Mobile  
 Hamilton  
 Scottsboro

Fordyce Lumber Company  
 W. S. Fox & Sons  
 Fuller Lumber Company  
 Gurdon Lumber Co., Inc.  
 Ozan Lumber Company  
 Reynolds & Draper Lumber Co.  
 Sturge Brothers  
 Urbana Lumber Company  
 J. L. Williams & Sons  
 Herman Wilson Lumber Co.

**FLORIDA**  
 Alger-Sullivan Sawmill Company  
 Dantzier Lumber & Export Co.  
 Mutual Lumber Co.  
 Neal Lumber & Mig. Co.  
 Ocala Lumber Sales Co., Inc.  
 Thomas Lumber & Mig. Co.

Fordyce  
 Pine Bluff  
 Lewisville  
 Gurdon  
 Prescott  
 El Dorado  
 Manning  
 Urbana  
 Sherida  
 Leola

Century  
 Jacksonville  
 Blountstown  
 Ocala  
 Quincy

**GEORGIA**  
 Alexander Brothers Lumber Co.  
 Augusta Hardwood Co.  
 The J. N. Bray Company  
 Ellijay Lumber Company  
 A. T. Fuller Lumber Co.  
 Georgia-Pacific Corp.  
 Holly Springs Lumber Co.  
 Jeffreys-McElrath Mig. Co.  
 Reynolds & Manley Lbr. Co.  
 Rush Lumber Co.

Columbus  
 Augusta  
 Valdosta  
 Blue Ridge  
 Oella  
 Augusta  
 Atlanta  
 Macon  
 Savannah  
 Hawkinville

\* As a lumber dealer, you know your reputation depends upon quality. So when buying Southern Pine you look for the symbol that means conformance to high standards of the Southern Pine Inspection Bureau, for dryness, for strict adherence to grade.

But you also look for the SPA mark. It means the lumber comes from one of the mills of the Southern Pine Association.

These mills jealously guard your interests and those of the public. They advertise their fine products in magazines like these:



## BUY SPA—IT'S THE MARK OF A GOOD BUSINESSMAN!

**Shepherd Lumber Corp.**  
L. B. Springer Lbr. Co.  
Sullivan Lumber Co.  
Tolleson Lumber Co.

**LOUISIANA**  
J. A. Bentley Lumber Co.  
Bernice Hdwd. Co.  
L. L. Brown Lumber Co.  
Ronald A. Coco, Inc.  
Crowell Lumber Industries  
Harless Lumber Co., Inc.  
Hillyer-Duetsch-Edwards, Inc.  
A. J. Hodges Industries, Inc.  
Hunt Lumber Co., Inc.  
L. D. Kellogg Lbr. Co.  
Lock-Moore & Co.  
Louisiana Long Leaf Lumber Co.  
Martin Timber Co.  
Roy O. Martin Lbr. Co., Inc.  
Carroll W. Maxwell Lumber Co.  
Olin Mathieson Chemical Corp.,  
(Forest Products Div.)  
H. D. Roberts Lbr. Co.  
Sabine Lumber Co.  
Springhill Lumber Company  
Sturgis-Nix Lumber Co.  
Tremont Lumber Co.  
Tullos Lumber Co.  
The Uraria Lumber Co., Ltd.  
Willis Lumber Co.

**McRae**  
Gainesville  
Preston  
Perry

Zimmerman  
Bennie  
Winnfield  
Baton Rouge  
Long Leaf  
Lake Charles  
Oakdale  
Shreveport  
Ruston  
Alexandria  
Lake Charles  
Fisher  
Castor  
Alexandria  
Pollock  
Shreveport

**Woodard-Walker Lumber Co.**  
**Woodard-Walker Sawmill Co.**  
Bailey Lumber Co.  
Crosby Lumber & Mfg. Co.  
The L. N. Dantzler Lumber Co.  
A. DeWeese Lumber Co., Inc.  
D. L. Fair Lumber Co.  
Joe H. Miles & Sons

**MISSISSIPPI**  
Dierks Forests, Inc.  
Fleischel Lumber Co.  
International Paper Co.  
(Long-Bell Division)  
**NORTH CAROLINA**  
Evans Lumber Co.  
L. R. Foreman & Sons Lumber Co.  
Hutton & Bourbonnais Co.  
W. P. Morris Lumber Co.

**SOUTH CAROLINA**  
Dargan Lumber Mfg. Co.  
Flack-Jones Lumber Co., Inc.  
Holly Hill Lumber Co.  
Joyce  
Russellville Lbr. Co.  
Tilghman Lumber Co.

Taylor  
Hellin

Laurel  
Crosby  
Parkinston  
Philadelphia  
Louisville  
Lumberton  
Kansas City  
St. Louis  
Kansas City

**C. M. Tucker Lumber Corp.**  
**TENNESSEE**  
E. L. Bruce Co., Inc.  
Vesil Lumber & Mfg. Co., Inc.

**TEXAS**  
Allen-Peavy Lumber Co.  
Anderson Mfg. Co.  
Angelina County Lumber Co.  
Angelina County Lbr. Co., (Jasper Div.)  
Atlanta Lumber Co.  
Beech Creek Lumber Co.  
Boettcher Lumber Co.  
W. T. Carter & Brother  
Ealand-Wood Lumber Co.  
Edens-Birch Div.  
Southwest Lumber Mills, Inc.  
Grogan Bros. Lumber Co.  
Grogan-Cochran Lumber Co.  
Lacy H. Hunt Lumber Co.  
Kirby Lumber Corp.  
L. & M. Lumber Co.  
The Lutcher & Moore Lumber Co.  
Southern Pine Lumber Co.  
Williams Lumber Co.

**VIRGINIA**  
Barnes Lumber Corp.  
Union Bag-Camp Paper Corp.  
The Williams & McKeithan Lbr. Co.

Pageland  
Memphis  
Knoxville

Kountze  
Tenaha  
Kellys  
Jasper  
Atlanta  
Warren  
Huntsville  
Houston  
Jasper  
Corrigan  
Conroe  
Magnolia  
Nacogdoches  
Houston  
Willis  
Orange  
Diboll  
Cleveland  
Charlottesville  
Franklin  
Lynchburg

## TOP MANAGEMENT SHIFT FOR SEIDLITZ OF TEXAS



A shift in top management of the Texas subsidiary has been announced by G. R. Seidlitz, president of Seidlitz Paint & Varnish Co., Kansas City, Mo. C. N. Seidlitz Jr. (left), formerly president of the Houston organization, has returned to Kansas City as a senior vice-president of the parent company, with factories in Kansas City, Houston, and St. Paul. He now coordinates the activities and operations of all branches of the Seidlitz organizations.

John R. Seidlitz (right) succeeds C. N. Seidlitz Jr. as president of Seidlitz Paints of Texas. He has extensive experience in the paint industry in sales, purchasing, and administration, and a broad background in all phases of paint manufacturing and distribution.

### U. S. Plywood to Market Pacific Coast Co. Output

The United States Plywood Corp. and the Pacific Coast Co. recently signed a contract whereby the former is marketing the entire fir plywood output of Pacific Coast, effective Sept. 1.

The contract involved the 36-million square feet annual production capacity of the Pacific Coast Co.'s plywood mill at Sonoma, Calif. With the addition of this production, U. S. Plywood President S. W. Antoville states that U. S. Plywood will have available an annual volume of approximately one billion square feet from its own mills and other contract sources to distribute through its 114 warehouses throughout the United States and eastern Canada.

Timber reserves of the Pacific Coast Co. are estimated at 500-million board feet. In addition to plywood manufacturing, the company operates sawmills, a green veneer plant, a redwood timber drying and re-manufacturing plant, and mining and shipping subsidiaries.

Officials of the Pacific Coast Co.,

in commenting on the new arrangement, stated that they were actuated by a desire to improve their sales return by insuring the sale of their products on a continuing basis.

### PC Members to Seek Better Distribution

The problem of efficiency in the distribution system of building products manufacturers takes the program spotlight at the 37th annual convention of the Producers' Council, Inc.

With "The Dynamics of Distribution" as its theme, the meeting will be held in Miami, Fla., September 17-19 at the Dupont Plaza Hotel.

In relating program plans, Council President Fred M. Hauserman of the E. F. Hauserman Co., said: "Producers daily are becoming more aware that an efficient distribution system can mean the difference between a profitable or losing operation. No matter how good our products or technology may be, manufacturers will find

it difficult to maintain a fair share of the market, unless achieving efficiency in distribution.

"For several years at our annual meeting, we have concentrated our attention on various aspects of the distribution process — marketing research, sales promotion and advertising. Now, for the first time, we will be exploring this whole broad topic. In addition to these functions, speakers will discuss channels of distribution, cost analysis, warehousing, transportation, risk management, and changing from traditional distribution patterns."

Hauserman stated that this meeting is part of a long-range, cooperative study of distribution, which the council initiated early this year. A permanent distribution study committee has been established under the chairmanship of Robert W. Lear, American Radiator & Standard Sanitary Corp. Other members of the committee are Hugh Beckwith, E. F. Hauserman Co.; George Martin, Kawneer Co.; Rudolph Matthes, Owens-Corning Fiberglas Corp.; John MacKay, Johns-Manville Sales Corp.; and R. J. Sargent, Westinghouse Electric Corp.

The meeting will also include election of officers and 13 directors. Nominated for office are: H. Dorn Stewart, Allied Chemical Corp., president; Elmer Lundberg, Pittsburgh Plate Glass Co., first vice-president; Henry E. North Jr., Arcadia Metal Products, second vice-president; T. D. Wakefield, Wakefield Co., secretary; and H. L. Cramer, Westinghouse Electric Corp.

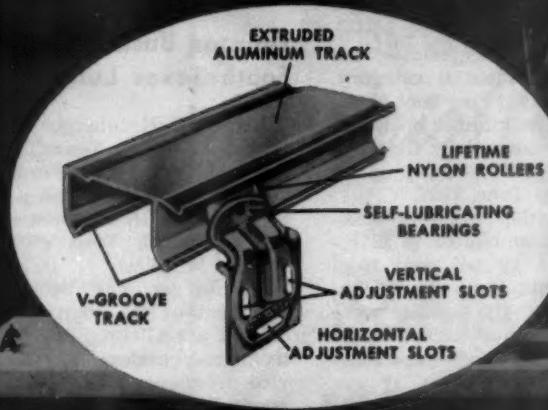
Running concurrently with the meeting will be a conference for the presidents of the council's 42 local chapter organizations.

### Crossett Lumber Co. Sets World's Record for Safety

Employees of the Crossett Lumber Co. of Arkansas reportedly have established a new world's record for safety, by working some 1,060,000 man-hours without a lost-time accident.

The Crossett company's lumber division is the second sawmill operation in the history of American lumbering to work one million man-hours without a disabling injury. The first company — a West Coast operation — had worked 1,040,000 hours without such a mishap.

**H-m-m-m-m  
So smooth  
All Roll...No Rock**



### **Versatile HAR-VEY Sliding Door Hardware ...**

*designed to cut your  
inventory and sales cost...  
fashioned for the sales and  
profit-minded builder*

Har-Vey Sliding Door Hardware comes complete (including pulls and track) in one HandiPak . . . Har-Vey's versatile 707 Series is just what your customer wants . . . it accommodates either  $\frac{3}{4}$ " or  $1\frac{1}{8}$ " doors by

simply reversing the hangers between outer and inner doors. This feature pays a bonus not only to your customer in fast, easy installation but to you by cutting your inventory, handling and sales costs. You never have to pass up a sale . . . Har-Vey's 707 Series adapts to both  $\frac{3}{4}$ " and  $1\frac{1}{8}$ " doors—there's only one set to handle and it virtually eliminates a stock shortage. However . . . there's a Har-Vey line designed to meet any requirement and fashioned to satisfy the most discriminating buyer. Look for the Har-Vey name stamped on metal parts . . . your assurance of superior quality.

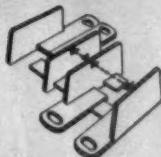
**These features make Har-Vey the answer to your customer's needs**

#### RIBBED STEEL, PLATED HANGERS



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General Offices: 61 E. NORTH AVENUE  
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World's largest  
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window screens

## June Contracts Hit All-Time High; \$3.8-Billion Mark Tops May Peak 12%

June construction contracts in the United States totalled more than \$3.8-billion, the highest figure ever reported for any single month, according to a report by the F. W. Dodge Corporation.

The June contracts were 12 per cent above the previous high record which had been established only a month earlier, in May, and they were 18 per cent higher than in June of last year.

According to Dodge Vice-President and Economist Dr. George Cline Smith, the gains were general through all types of construction, with only a few exceptions.

"The effect of government programs was particularly noticeable in June, since public ownership contracts were 30 per cent ahead of the same month of last year. Nevertheless, privately owned projects also rose by a substantial 11 per cent. Regardless of ownership, the net effect of this upsurge in the nation's largest industry is bound to be a big boost to the rest of the economy, which will be felt for many months to come as work proceeds on the projects now under contract," Smith said.

Contracts for residential build-

ings in June were valued at \$1,364,231,000, a gain of 20 per cent over a year ago. Contracts for large residential buildings showed the largest percentage increase — 69 per cent. However, one- and two-family houses, the bulk of the residential category, also rose sharply, 17 per cent ahead of last year. The number of dwelling units represented by the June contracts totalled 107,014, up 24 per cent from June 1957.

Non-residential building contracts in June amounted to \$976,044,000, down 18 per cent from the same month last year. Within this category, sharp declines were registered for manufacturing buildings, down 67 per cent — and commercial buildings, down 27 per cent — while educational building contracts dropped three per cent below a year ago. Public buildings, religious buildings, hospitals, and recreational buildings all showed gains over the comparable year-earlier levels.

The cumulative total of contracts for future construction in the first six months of 1958 amounted to \$16,788,625,000, down one per cent from the comparable 1957 period.

The cumulative total of contracts by the major construction categories showed: residential at \$6,504,707,000, up one per cent; heavy engineering at \$4,776,056,000, up 6 per cent; and non-residential at \$5,507,862,000, down 8 per cent.

### Houston Businessman Buys South Texas Lumber Co.

Robert E. Hornberger of Houston and Dallas, Texas, recently purchased the South Texas Lumber Co. of Houston, with its entire properties in 16 Texas cities, from the James M. West estate and Wesley W. West.

Hornberger has been named president of the company. Other officers are Glenn Seydel, executive vice-president; Ray R. Smith, vice-president and general manager; Ralph U. Heninger, vice-president; Don Seydel, secretary-treasurer; Rodman S. Peddie, assistant secretary and credit manager; and Albert M. Wolford, general sales manager. Hornberger said that present personnel will be retained.

Long prominent in Houston, Hornberger is president of Hornberger Bros. Properties, Inc., owners of a 1,100-acre tract where the San Jacinto industrial district is being created. He also has interests in both commercial and residential real estate, manufacturing, insurance and banking.

South Texas Lumber Co. is headquartered in Houston. It is one of the oldest and largest lumber retailing operations in its area. Line yards are operated in San Angelo, Abilene, Harlingen, Texas City, Bronte, Coleman, Donna, Hempstead, Katy, LaFeria, Ozona, Pasadena, San Benito, Teague, and Yoakum. One of the major real estate holdings is the West Mill Work facility in Houston.

South Texas Lumber Co. had been owned by the West family since 1914, when the late James M. West acquired it from the late Jesse Jones, Houston capitalist, and merged it with other properties.

Although the purchase figure was not revealed, Hornberger said the transaction was one of the largest property transfers in the retail lumber business in Texas in recent years.

Houston papers estimated that the sale was for a cash consideration of approximately \$3,300,000.

### BARRETT OPENS NEW GYPSUM BOARD PLANT



Pictured above is part of the gypsum board production line at the new, fully automated gypsum board plant of the Barrett Division of the Allied Chemical Corp. at Edgewater, N. J. At left, gypsum board moves along belt. Manufacture of board takes 1½ hours. At right, the end of the line, faces of two gypsum boards are flipped together to protect fine manila face. Operating 'round the clock, Barrett's new plant will be able to service gypsum needs for 40,000 homes in a single year.

Production of gypsum board in the United States is expected to rise above present levels by 40 per cent by 1965, according to H. Dorn Stewart, president of the Barrett Division. He estimates that in 1965 around 70 per cent of new homes will make use of dry wall construction.

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## Superior

### PINE DOOR JAMBS

KILN-DRIED  
ARKANSAS PINE  
FROM DIERKS  
OWN FORESTS



Call the nearest Dierks representative listed at left

- Solid Jambs with or without Planted Stops
- Single or Double Rabbett Jambs
- Adjustable Three-piece Jambs
- Adjustable Jambs

#### A SUPERIOR PRODUCT

In Dierks Door Jambs you get many refinements of manufacture, including eased face corners, beveled edges, head and side jambs cut to customer's exact specifications, or side jambs cut to allow  $\frac{3}{4}$ " over door size vertically. All Dierks Jambs are manufactured to order. And, Dierks Pine is unexcelled for screw- and nail-holding properties, assuring a firmly attached door for many years of service.

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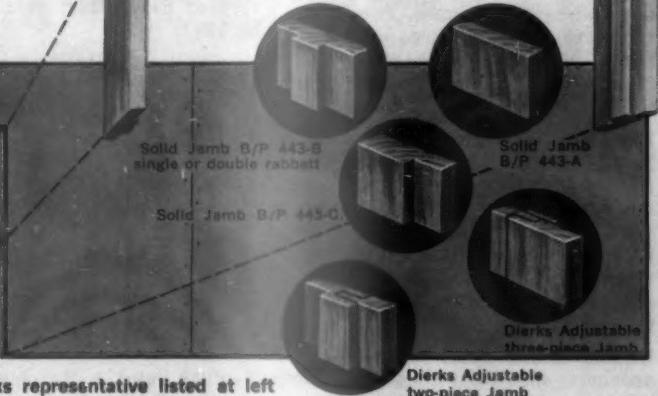
Dierks' high speed modern equipment assures smooth milling, accurate rabbeting and exact fit. Face sides are smoothly sanded.

#### CONVENIENTLY PACKAGED

You may specify the bundling style you wish: Style A—like lengths together; Style B—complete sets (2) per bundle; Style C—heads in one bundle, sides in another. Dustproof paper wrapping available.

#### ATTRACTIVE

Dierks Door Jambs are made from genuine kiln-dried Arkansas soft pine, which takes paint and stains perfectly, complementing any type of decorative treatment.



# Dierks Forests, Inc.

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Phone NAtional 3-7766

Hot Springs, Ark.

## MOVING UP in the industry

**Dant & Russell, Inc.** . . . JOSEPH J. CONNOLLY, head of the export department for this Portland, Ore., lumber and wood products wholesaling and exporting firm, has been elected a vice-president. A 25-year veteran of Dant & Russell, Connolly is a member of its board of directors.

**The Flintkote Co.** . . . Newly-appointed product manager for the asphalt roofing products division of this building materials manufacturer is T. J. McDONALD. Formerly Flintkote's Southern district sales manager, McDonald will make his headquarters at the company's New York office. PAUL E. ALLEMANDI has been appointed to succeed McDonald as Southern district sales manager. He will headquartered in Flintkote's Southern division office in New Orleans, La.



**McDonald**



**Moon**

**Signode Steel Strapping Co.** . . . Newly-elected executive vice-president of this Chicago manufacturer is J. M. MOON. Formerly vice-president in charge of sales, Moon will continue to direct the Signode sales activities, in addition to his new responsibilities.

**The General Tire and Rubber Co.** . . . CHARLES E. GIBBS has been appointed South-Central division manager, building materials. From headquarters in Houston, Texas, he will direct sales of General Tire's vinyl and rubber flooring products, and vinyl wall covering and counter-top materials.

**United States Steel Corp.** . . . GEORGE A. SMITH has been appointed traffic manager, western region, of the Universal Atlas Cement Division. From offices in Kansas City, Mo., Smith will handle traffic and transportation for Universal Atlas plants at Duluth, Minn.; Independence, Kans.; Waco, Tex.; Hannibal,

Mo.; and the division's gypsum operations at Watonga, Okla.



**Ray**

**Prunella**

**Electro Lighting Corp.** . . . Newly-appointed representatives in the Texas and New Mexico territories for this manufacturer of lighting fixtures are A. D. RAY and ANDY PRUNELLA. They will work for Traweek-Healy and Associates. Ray will cover West Texas, El Paso, and the state of New Mexico from offices in Lubbock, Texas. From Dallas headquarters, Prunella will serve the Dallas-Fort Worth territory.

**Simpson Timber Co.** . . . New executive vice-president of this Seattle, Wash., firm is C. H. BACON JR. He has served for the past five years as vice-president and general manager of Simpson Logging Co., an operating division of Simpson Timber. HAROLD W. MCCLARY, formerly manager of lumber, plywood, and door products succeeds Bacon in that position.

**Ekco Products Co.** . . . MYRON L. DUHL has been elected secretary of this Chicago firm. He succeeds David L. Canmann, who continues as financial vice-president and treasurer. A graduate of the University of Chicago Law School, Duhr was formerly assistant secretary of Ekco. He joined the firm in 1947.



**Duhl**

**Neff**

**Seidlitz Paint & Varnish Co.** . . . CHARLES F. NEFF has been appointed purchasing agent for this Kansas City, Mo., paint manufacturer. He will assist E. R. Kyger, vice-president of purchasing. Neff was formerly assistant purchasing agent at Owens-Corning Fiberglas.

He is a graduate of Rockhurst College.

**Universal Insulating Machine Co.** . . . L. A. DERMYER is the newly-elected president of this Van Wert, Ohio, manufacturer of insulation blowing machines, hose, tools, and accessories. Formerly sales manager of the company, Dermeyer succeeds the late Homer G. Woten, founder of the company. Virginia M. Woten, wife of the founder, was elected vice-president. Carol N. Leiter was elected secretary-treasurer.

**Philip Carey Manufacturing Co.** . . . W. B. EVANS has been appointed general manager of the Miami Cabinet Division of Philip Carey. He succeeds Vincent J. Bramlage, who retired. The Miami Division manufactures kitchen range hoods, door chimes, ventilating fans, bathroom cabinets, accessories, and mirrors. A mechanical engineering graduate of Kansas University, Evans had been merchandising manager for the Miami Division since 1956.



**Evans**



**Turner**

**The Lehon Co.** . . . District manager for the Southern district of this Bellwood, Ill., building materials manufacturing company is ROBERT F. TURNER. Turner will direct activities of the Lehon Co., a division of the Philip Carey Manufacturing Co., throughout Alabama, Arkansas, Georgia, Mississippi, Tennessee, southwestern Kentucky, northeastern Louisiana, and areas of Kansas, Oklahoma and Virginia. He is a 24-year veteran with Philip Carey.

**The Crane Co.** . . . WILLIAM B. GILMOUR has been named general manager of merchandising for this Chicago plumbing and heating manufacturer. He formerly was associated with Inland Steel Co. for 22 years. DARRELL R. NORDWALL has been named Crane's general manager of sales. He was formerly manager of the West Coast sales district. ROBERT E. PENNEY succeeds Nordwall as district manager, with headquarters at Los Angeles, Calif.



New FRY 3-D has natural slate dark colored top strip, with tabs in your choice of 12ondrous colors. When brightly colored tabs overlap dark slate strip, the black showing through the tab cutouts makes the shingles look 3 times thicker. Roof has wonderful massive appearance!

## 290 LB. ASPHALT SHINGLE ROOFING WITH 20-YEAR BOND

The most dramatically beautiful asphalt shingle roofing you ever applied. Imagine how that helps your sales!

What's more, it's a top quality, full profit product. Backed by the nationally advertised Fry 20-year Bond, it's America's lowest cost asphalt shingle on a per year basis. That's why you so easily get your full price and profit.

For complete money-making facts, write our General Offices. Our local plant (your neighbor) will contact you promptly . . . with profit to you. Write TODAY!



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*World's largest manufacturer of asphalt roofing and allied products—  
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When you sell famous Andersen WINDOWWALLS, you furnish not just windows—but lasting customer satisfaction! Because these nationally recognized wood window units give both builders and owners what they want. For the builder . . . they're easy to install; and they operate perfectly, doing away with costly callbacks. For the homeowner, they provide window beauty that can't be matched . . . convenience and protection the year around.

For you, Andersen Windows can be STAR SALESMEN . . . helping to build your business, boosting your reputation as a supplier of quality building materials and equipment. The Andersen name and reputation are nationally known through advertising in BETTER HOMES and other leading magazines. In fact, surveys show that homeowners prefer Andersen Windows by a 7 to 1 margin! So when you furnish Andersen WINDOWWALLS, you are saying, in effect, "I'm a quality dealer . . . take pride in what I offer."

Know a better way to keep—and build—your share of today's market?

Get more facts on profit possibilities with Andersen Wood Window Units from one of the distributors listed below. Or write Andersen, Bayport, Minnesota.

← Andersen Casement Windows in a North Carolina home. Charles M. Grier, Architect.

## Andersen Windowwalls TRADEMARK OF ANDERSEN CORPORATION are quickly available from complete stocks of these distributors:

### ALABAMA

Birmingham Sash & Door Co. Birmingham

### FLORIDA

Hutting Sash & Door Co. Jacksonville

### GEORGIA

Hutting Sash & Door Co. Atlanta

### KANSAS

Rock Island Wholesale Co. Wichita

United Sash & Door Co. Wichita

### KENTUCKY

Hutting Sash & Door Co. Louisville

Weyerhaeuser Distributing Yard Louisville

### LOUISIANA

Davidson Sash & Door Co.

Alexandria, Lafayette and Lake Charles

New Orleans Sash & Door Co. New Orleans

United Sash & Door Co. Baton Rouge

### MARYLAND

Morgan Millwork Co. Baltimore

### MISSOURI

American Sash & Door Co. Kansas City

Hutting Sash & Door Co. St. Louis

Imse-Schilling Sash & Door Co. St. Louis

Lumbermen's Supply Co. St. Joseph

Teombs & Co. Springfield

### NORTH CAROLINA

Hutting Sash & Door Co. Charlotte

### TENNESSEE

Hutting Sash & Door Co. Knoxville and Nashville

Memphis Sash & Door Co. Memphis

### TEXAS

Davidson Sash & Door Co. Austin

Hutting Sash & Door Co. Dallas

### VIRGINIA

Hutting Sash & Door Co. Roanoke

Morgan Millwork Co. Arlington



ANDERSEN CORPORATION • BAYPORT • MINNESOTA



**Long Bell**  
**PHILIPPINE MAHOGANY**

not from the  
**NORTH**  
 not from the  
**SOUTH**  
 but only from the  
**BISLIG BAY AREA**

Now, Long-Bell imports all of its Philippine Mahogany from Bislig Bay, Mindanao, located in the Philippine Islands — in an area noted for its constant rainfall, temperature and deep ground humus. It is these factors that assure you of a *constant* quality of medium texture Philippine Mahogany.

This uniform dependable quality offers you a new source of workable, durable Philippine Mahogany, backed by Long-Bell's years of experience kiln drying. You don't have to worry about getting "hard" Philippine Mahogany from the north mixed with "soft" Philippine Mahogany from the south.

This Philippine Mahogany is available in straight cars or mixed cars with West Coast Lumber and Plywood. Our inventory includes lumber, casing and base, mouldings, solid paneling and plywood.

Excellent transportation facilities deliver Long-Bell quality woods to you... at competitively low cost.

INTERNATIONAL PAPER COMPANY  
**Long Bell**

DIVISION  
 Kansas City, Mo. Longview, Washington

By Harry J. Miller

Sarasota Concrete Co. in Sarasota, Fla., is doing a zooming ready-mix business with area lumber and building supply dealers, who have recognized opportunities to render better service to customers, while garnering added profits for themselves.

At right, firm engineer cheerfully assists customer, sent by local dealer, to estimate ready-mix requirement.



## Ready-Made Profit With Ready-Mix

That there is an unmistakable trend among lumber and building material dealers toward ready-mix concrete handling is proof that dealers eye this item as a logical addition to their businesses.

Sarasota Concrete Co., Sarasota, Fla., which is doing a zooming ready-mix business with area lumber and building material merchants, offers a significant reason for this trend: "The handling of ready-mix enables building supply dealers to offer customers a complete package deal, from foundation to chimney."

Truly, this has been concrete's golden age, and alert building supply dealers are recognizing this fact as a challenge and opportunity to render better service to customers, while garnering added profits.

Although concrete for years has been widely used in construction — encroaching steadily into the domain of the supplier, who handled about every other kind of

merchandise but concrete — the field of concrete construction now would appear to be just hitting its stride.

Never has so much activity been concerned with a single building material, or have such far-reaching results been achieved. Practical field men, engineers, architects, and research workers have combined their talents so that builders may take full advantage of the tremendous versatility of concrete.

Thus it is understandable why Sarasota building material dealers have tied-up with Sarasota Concrete. They've realized its importance to residential and commercial building.

In a mutually-profitable pact designed to help each other to better service and profits, Sarasota Concrete's Manager R. E. Deacon welcomes business from the dealers. He thinks ready-mix is a "natural" for these businessmen.

September, 1958

**SOUTHERN  
BUILDING  
SUPPLIES**



Sarasota Concrete Manager R. E. Deacon, right, himself a veteran lumber dealer, checks customer's building contract figures. Deacon emphasizes to all his firm's desire to serve customers of building supply dealers.

Local dealers welcome their reciprocal arrangement with Sarasota Concrete, for when they advise the ready-mix maker of impending jobs in the area, the ready-mixer in turn recommends the material dealer to his concrete customer for other building requirements.

"In short," said Manager Deacon, "we want the concrete business; the materials dealer wants his share of the business. He's helping us, so we help him."

Deacon's method of operation with the dealers begins with the dealers' giving the name of the contractor or the contractor's specifications. Sarasota Concrete takes over from there. The firm sends a man to find out what the contractor wants and when he wants it.

Deacon gives the dealer the list of requirements, like blocks, ready-mix, lintels, wire mesh and reinforcing steel. Anything the dealer doesn't stock is deleted from the list and is then supplied by the ready-mix maker.

"Since our take-off must, of necessity, be accurate, our compilation precludes possible error by the dealer in his computation of materials," said Deacon.

That way, the contractor receives the prices of his lumber, concrete, and other needs direct from his supplier, which saves him time shopping around. And the

dealer has full control of sales and collections, since he is the chief supplier.

Deacon offers his dealer-customers a 10 per cent discount against five per cent to contractors. This is a 10-day term, from the 1st and 15th of the month billing dates.

"We value the dealers' business just as much as we do our regular

trade," said Deacon. "At times, even more, because, as previously noted, we won't get stuck for a bill by the dealer."

All orders for concrete are shipped in the order received, and emergency deliveries are extended to the dealer's customers just as they are to regular ready-mix customers. And Deacon knows that whereas they could stand off some out-of-town creditor, local dealers cannot afford to ignore paying bills on time, since such would damage the material-supplier's credit standing in town.

From another Sarasota building supplier, Fred Byrd of the Orange State Lumber Co., came this opinion:

"There is no reason why the building supply dealer cannot handle ready-mix in exactly the same fashion as he sells any building supplies he is called upon to furnish customers. Most customers want everything on one bill. Our contractor customers call Sarasota Concrete for the materials they need, and have it charged to us.

"We give the contractor a purchase order, where we furnish the construction money and control payments. That way, there is no finagling by the contractor. Sarasota Concrete must have our purchase order so we can charge the job. We cooperate very closely with our ready-mix dealer, because it is our firm belief that handling such products is a must.

(Continued on page 88)

The facilities of Sarasota Concrete point up the fact that the ready-mix manufacturer has the extensive inventory and wealth of equipment required to produce his product. Building supply dealers, therefore, make fair profit without such grave investment, and benefit further by financing ready-mix purchase along with other supplies needed by customers.



# The New Postal Rates

## How They Affect Your Direct-Mail Advertising

Lumber and building supply dealers who use direct-mail advertising watched with interest the battle in Congress over the postal rate increase.

Now that the law has been enacted, many dealers have questions about how increased rates will affect their direct-mail advertising.

Here, in brief, are some typical questions, with answers, about postal rates and direct-mail advertising:

### How do the new postal rates affect direct-mail advertising costs?

As you know, the first-class mail rate has advanced from 3c to 4c per ounce, and post cards from 2c to 3c each. If you have been using first-class direct-mail advertising, your postage costs will advance one-third on letters and one-half on post cards.

This may seem like a large increase in advertising cost. It is. But, even so, it is not the major part of the cost of your direct-mail advertising. When you consider the paper, printing, envelopes, folding, inserting, sealing, stamping and addressing cost for each piece of first-class mail, the postage cost is a fraction of the total cost.

Third-class mail postage rates have also been advanced. Individual pieces of third-class mail have advanced from 2c to 3c for the first two ounces and from 1c to 1½c for each additional ounce. Bulk mailing at the third-class rate is also up and will be advanced more in the future.

### What are the rates for third class bulk mailings?

Bulk mailings are permitted when 200 or more identical pieces are mailed at one time. Reduced

postage rates are available to bulk mailing permit holders.

Cost of the bulk mailing permit is to be advanced from \$10 to \$20 on January 1, 1959. This permit is good for one year and can be used on all third-class advertising material you mail during the year . . . 200; 1,000; 100,000 or a million pieces for the one annual fee of \$20. Your bulk mailing permit can be renewed each year by the permit holder at the \$20 cost.

New postage rates for third-class bulk mailings advance from 14c to 16c a pound on January 1, 1959. In addition, the following minimum per piece rates apply:

1¼c per piece mailed until January 1, 1959.

2c per piece mailed from January 1, 1959 to July 1, 1960.

2½c per piece mailed after January 1, 1960.

### Which is better — first or third class mail?

Lumber and building material dealers who use first-class mail advertising (letters and post cards) find it is a good promotion method. It is delivered promptly. Customers accept it as first-class mail when it is received. And, it will be forwarded to the new address of your customer or returned if undeliverable.

Third-class mail also has some advantages for dealers using direct-mail advertising. You can save money on postage on individual pieces — 4c first-class, and 3c on the third-class rate. You can mail two ounces of third-class advertising for the base rate and only one ounce under the first-class rate. In addition, you can save even more money when you use the bulk mailing rates.

One other advantage of using third-class direct mail advertising is that it makes it possible to keep your mailing list up-to-date. When you make a third-class mailing, you can use Form 3547 on the card or envelope. You will be notified of any change of address and can eliminate any customers who have moved out of your trade territory and get the correct address on future advertising.

### How much money does bulk mailing of third-class save?

Naturally, this will depend on how many advertising pieces you mail during a year. For instance, if you have a mailing list of 2,000 names and make a mailing every other month during the year you would have these costs:

First-class	\$960.00
Third-class	\$720.00
Bulk (1958)	\$370.00
Bulk (1959)	\$500.00
Bulk (1960)	\$620.00

As you can see, even when the third-class bulk rates go to the highest point on January 1, 1960, you will save \$100 over the individual piece rate and \$340 over the first-class rate.

Lumber and building supply dealers who make less frequent mailings of direct-mail advertising, or who have a smaller mailing list, will find the savings will not be as large. During 1959 you will need to mail at least 2,000 pieces of direct-mail advertising to break even on the cost of the permit. When the bulk rates go to 2½c in 1960, it will be necessary to make total mailings of 4,000 during the year to break even on the cost of the bulk mailing permit.

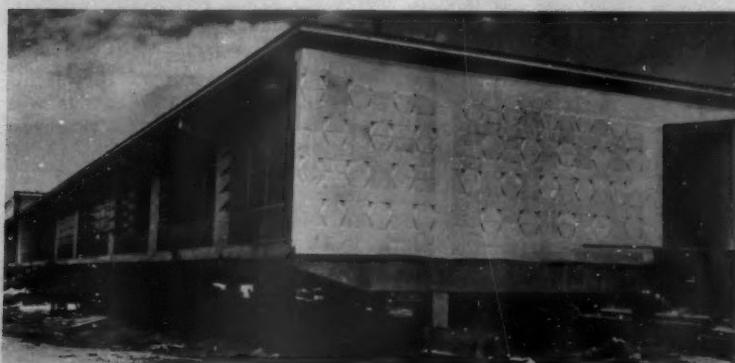
(Continued on page 87)

# Sequel To Disaster



This is how Cameron, La., appeared, shortly after Hurricane Audrey roared into the area on June 27, 1957. Hundreds of residents took shelter in a reinforced concrete courthouse and were saved. Winds up to 110 mph, followed by a tidal wave, caused enormous property damage and loss of life.

This new Cameron grade school, built to replace that washed away in last year's storm, has many safety features to make the building storm-resistant. The heavy reinforced concrete frame rests on piers extending five feet below ground to wide footings. The main structure is elevated to allow water to rush beneath. Pre-stressed concrete girders give added strength to the roof, which can serve, in an emergency, as landing area for a helicopter.



For many people along the Gulf coast, the date of June 27 carries with it ominous memories.

On that date, a year ago, Hurricane Audrey roared in from the Gulf of Mexico with terrible winds and tidal wave, laying waste miles of farmland and destroying whole communities.

One of the areas hardest hit was the parish of Cameron, La., where more than 400 people lost their lives. The stories of heroism, tragedy, and drama told by survivors deeply moved the rest of the nation.

What happens to a community after a catastrophe of this sort?

Cameron, a year later, reveals many heartening things. True, there are conspicuous reminders of the disaster. An ocean-going fishing vessel lies rotting in a field near Main Street, where it was swept five miles inland by the storm. Battered houses and empty foundations testify to families that failed to return. But 80 to 85 per cent of the homes that were wrecked have either been repaired or rebuilt.

New stores and churches have appeared. Cameron's medical center and the post office, both badly damaged, have been restored. Plans are under consideration for a hospital, to be called the Audrey memorial hospital. Two new schools, a telephone exchange, and a parish library have been built in the past year.

In all this rebuilding, considerable thought has been given to storm protection. One of the unforgettable aspects of Hurricane Audrey was the role played by the parish courthouse. This structure, designed of reinforced concrete, was credited with saving the lives of from 600 to 1,000 people who took refuge there.

Built in 1937, it was carefully designed to resist fire, hurricane, and

tidal wave. Its wide footings and foundation walls extend down through sand and shell to hard clay. The 12"-thick walls above-grade are buttressed by battered pylons, and braced by concrete floors and roof. At the height of the storm, the courthouse withstood winds of 110 mph and swirling flood water, providing safe shelter for hundreds inside. Following the storm, it served as the center of rescue and clean-up operations.

While many less-substantial structures were demolished by the wind or swept off foundations and overturned by the tidal wave, concrete masonry buildings, such as an ice house and a bank building, came through relatively undamaged.

One of the new public buildings, built of concrete, is the Cameron parish library. Appropriately enough, this was dedicated on June 27, anniversary of Hurricane Audrey, designated by the Louisiana state legislature as an official day of remembrance in Cameron. Funds for the library were raised by Junior Chamber of Commerce members throughout the state. Design of the building is by Paul F. Thompson of Lake Charles, who used concrete for the floor and roof, and concrete masonry for the walls.

Both new schools are of concrete. To avoid any possibility of their being swept away like the previous ones, the architect, Robert L. Miller, incorporated definite safety features into their design.

The larger school is well equipped to double as a storm center, if necessary. Its heavy reinforced concrete piers extend 5' below ground, while the main structure is elevated 6' to allow flood water to rush beneath, if necessary. The concrete floor rests on heavy reinforced concrete joists and beams, and the structural frame is given additional strength through prestressed concrete roof girders. The roof, in fact, can serve as landing area for a helicopter in time of crisis. Walls of both schools are of patterned concrete masonry.

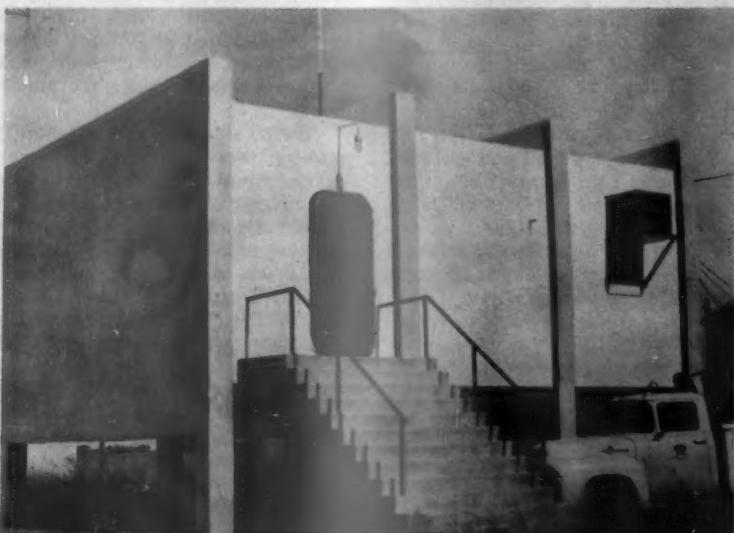
One of the town's most vital services — its telephone exchange — is now similarly housed in a new storm-resistant building of con-

(Continued on page 87)

This new telephone exchange in Cameron was specially designed of reinforced concrete to ride out rough storms. A watertight door and 7½' elevation are precautions against future tidal wave.



This concrete masonry building, occupied by a grocery store and bank, was one of the few structures that escaped destruction during the hurricane. At top, is the building immediately following the disaster, while above, is the same building one year later.





By Wendell Givens

An employee's merit figures most strongly in the bonus plan activated by the Seale Lumber Co. of Birmingham, Ala., for its workers. At left, Executive Vice-President and Comptroller Ralph Culver, right, confers with chief accountant Bill Roden on bonus plan aspects.

Below, Culver consults with Treasurer J. M. Vakakes, in charge of outside operations. Employees who are commended by department heads get extra consideration at bonus time.

## Here's A Bonus Plan That Induces Teamwork

Salaried employees of Seale Lumber Co., Birmingham, Ala., for the last four years have shared in a bonus plan that the company believes has promoted teamwork and increased incentive.

The plan, in practical terms, enables a bookkeeper to share in profits on the same level with a salesman on the firing line.

A particular advantage, as explained by Comptroller and Executive Vice-President Ralph Culver, is that merit is a strong factor in determining individual bonuses. The entire bonus arrangement is discretionary with management.

Basically, the total amount to be distributed as the bonus is 17 per cent of the annual operating profit of the company. The amount, thus determined, is split 12 per cent for office employees and 5 per cent for yard employees. Officers of the company and others in management at Seale do not share in

the bonus arrangement.

"We have studied bonus and incentive plans for many years," Culver related, "and each time we have examined a new plan, we have concluded that ours is less complicated, more popular with employees, and generally superior.

"Even so, we are constantly seeking ways to improve our arrangement. At present we are considering a thorough job evaluation system that we hope to implement in conjunction with our bonus plan.

"If we carry out present plans, we will set up maximum and minimum pay scales for every job in the company. Ability, education, and experience required for a particular job will be strong factors.

"With the job evaluation and the bonus plan, we hope to offer our employees a stronger base of security, along with continued in-

centive," Culver stated.

Effect of the job evaluation on the bonus set-up remains to be determined. If increased salaries result, and such is indicated, the year-end bonus is likely to be reduced, but Culver is convinced the larger base pay-check would result in a stronger feeling of security for employees.

An employee's share in the annual bonus, usually distributed in late February, is determined largely in three steps:

1. After the total bonus fund has been calculated, management sets aside a given amount for merit consideration.

2. The ratio of an employee's earnings to total earnings of all participating in the bonus is figured.

3. For the merit consideration, the employee's record of absenteeism, attitude on the job, aggressiveness, etc., is evaluated.

A management committee then sets the amount of each employee's bonus.

(Continued on page 86)





The Tulsa Home Information Center in Tulsa, Okla., is a novel building promotion and public service, which is adding up profits for building material dealers in that city. Here, Director Larry Robertson points out to visitors the Center's headquarters, opened recently in a corner of a new suburban savings and loan building.

## Tulsa

# Beats the Building

## Slump



Interested home-owners inspect all types of building material displays at the Center. Some of those pictured include wood paneling, brick and tile, examples of sealers, enamels, and finishes painted on blocks of wood, and a small model frame house which shows up termite damage.

A brand new idea in building promotion is adding up profits for home suppliers in Tulsa, Oklahoma. Builders and suppliers there are combating the slump, and much of the credit goes to the Tulsa Home Information Center.

This unique, new public service was pioneered by six builders and nine suppliers, who figured the average home-owner or prospective builder would welcome a center with answers to his questions on all phases of home construction . . . and they were right!

Since the Center's opening in June, approximately 200 people a

week have browsed through the exhibits, scale models, maps, charts, and bulletin boards, with questions ranging from "What's the difference between oak and mahogany panelling?" to "How much pitch do I need to my roof?"

Located in the ground floor of a new suburban savings and loan building, convenient to Tulsa's fastest growing areas, the Center is staffed by Director Larry Robertson and his assistant, Mrs. Ruth Kribbs. These two are always ready to answer questions and guide visitors through the 3,000 square feet of exhibits.

The Center has displays on every type of building material. A prospective home builder can compare flooring samples of linoleum, pure vinyl, rubber tile, cork, asphalt tile, and asbestos vinyl. He can decide on his floor-tile color pattern by arranging 2" color samples in different designs and combinations.

A housewife, curious about construction, can study a framing model of a four-bedroom, 1½-bath house, showing all the wooden framing used in building; or she can see a cross section of a slab floor or typical wood deck framing. One of the main purposes of the Center, according to Robertson, is to show house building in cut-away detail.

If Mrs. Home-owner is contemplating wood paneling in one of her rooms, there are two different displays to see. One has 18 different types and grains of wood that swing open like pages in a book. There are 14 more samples on the wall, ranging from imported blond cattivo and lauan to domestic mahogany, cherry, oak, and ash.

When a home builder considers the walls of his new home, he can



choose his material from a tile and brick display, or move on down the table to view shingles and different exterior sidings. A small model house shows insulation in the walls, and a paint display gives examples of sealers, enamels and finishes painted on blocks of wood. Molding samples are available on another table.

An assemble-it-yourself display of four different front walls and six different roofs with various pitches and gables is a clever aid to people still in the planning stage. The building prospect puts his own model home together to see how front wall No. 1 looks with roof No. 5.

Six model homes, each built by a different Tulsa Home Information Center builder, are on display. There is a home for every pocketbook, with prices ranging from \$10,000 to \$47,500. Each model house is connected by a red ribbon to a map of the city behind it, showing its exact location in the builder's specific addition.

A model kitchen, to be redecorated periodically, is attractively installed in one of the back corners of the Center. A model bathroom, furnished with light green fixtures, is next to the kitchen. There is a display of Formica linoleum and tile on one of the tables to show the newest materials for covering drainboards and counter surfaces.

Different styles of doorknobs, and faucets shown with various

Future home builders try their hand at combining different roofs and front walls in the assemble-it-yourself roofing display. This unusual display has four different front walls and six roofs with various pitches and gables. The prospect puts his own model home together to see how certain front walls look with various roofs.

kinds of pipe make up a hardware exhibit.

Termite damage shows up dramatically in a small framing model of a house where termites have been glassed in for several months. Different species of termites are preserved in bottles to help the home builder and owner learn to spot the costly insect. Pamphlets on pest-prevention are available.

There is a library nook, complete with literature racks, tables, and comfortable chairs. Current issues of building magazines are available for reading at the Center. Reference books and manuals are sorted in the racks under labels as "Home Improvement," "Housing Economics," "Home Planning," and "Technical Data on Home Building."

Information can also be found in the library corner on such building questions as "How much would my tax rate be in this area?" or "Where can I get a mortgage and what requirements must I meet?" Plumbing specifications and insurance rates are listed. There are facts on the present sewer system and water service, plus an outline of extension plans.

At the back of the library area, there is a standing bulletin board. One side is kept current with clippings from local newspapers on such items as zoning, predicted changes in interest rates on home loans, proposed bond issues for civic improvement, and new building in the area. Miscellaneous brochures and mimeographed items take up the other side of the board. "How Much Fertilizer Shall I Use?" is next to a chart on Tulsa business trends, compiled by the Chamber of Commerce.

Newcomers to the city are especially glad to see a series of maps and scale models of Tulsa and the surrounding area. There are maps showing public and parochial school zones, bus routes, city and county boundaries, fire stations, various real estate additions, and proposed expressways for the metropolitan area. A large aerial photo of Tulsa literally gives a birds-eye view of the city.

A 5' x 6 1/2' scale relief model showing Tulsa and the surrounding recreational "lakes" area sits next to a similar model of the Tulsa metropolitan area, giving elevations, existing expressways, schools, shopping centers, parks and other landmarks.

None of the models or exhibits in the Center is over 5' tall, according to Robertson. Anyone browsing through the displays can look up to see across the room at any time. The Center steers away from a cluttered, chopped-up look by keeping exhibits to a medium height. Furthermore, aisles are wide so as to allow plenty of elbow room for browsers.

(Continued on page 86)



Robertson uses this library corner to iron out kinks in building plans, while Tulsa Home Information Center builder John Weible looks on.



Jonesboro Lumber Co., Jonesboro, Ark., has learned what good floor display can do for business.

# Store Traffic Upsurge

## from their updated displays

When fire destroyed the old office and sales building of Jonesboro Lumber Co. in Jonesboro, Ark., March, 1957, it gave the company opportunity to modernize from the ground up and take advantage of display opportunities long dreamed of.

Out of the ashes, the northeast Arkansas firm built the best year it has enjoyed since war years.

Its eye-catching new building has greatly stimulated store traffic, enabling owner Claude Roach Sr. to take on profitable new lines and increase business in the face of the general economic levelling off. This past season's sales topped those for the same period a year ago.

The new building is at 107 South Fisher Street, directly across the street from the former building site. The company, owning property on both sides of the street, now has its office, a warehouse and shed on one side, and the rest of its lumber and building supply sheds on the other side.

Of brick and concrete, with large windows for street display, the building is 40 feet wide and 94 feet deep. It was designed and built by C. L. Adkinson, Jonesboro contractor, from Roach's basic plans.

Employees in the lumber com-

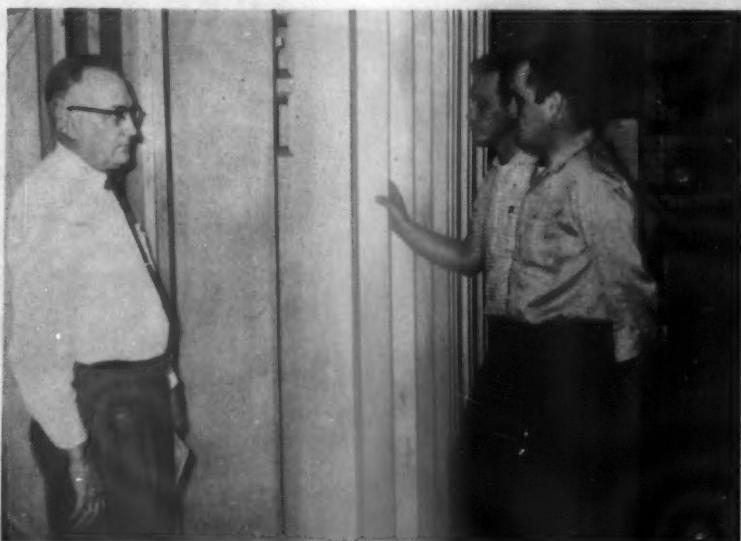
By Richard Lane

pany's well-equipped woodworking shop — 40' x 100' — built practically all of the display fixtures that went into the new build-

ing and its facilities.

Displays and floor arrangement carry out ideas which Roach had dreamed of for years. Most striking feature of the floor arrangement is the placing of displays so as to allow easy access and cus-

Business here is a family affair, and (l. to r.) Claude Roach Sr., with sons Claude Jr. and Paul, inspects a door display, newly-installed in the up-to-date building. Both sons are salesmen.





The firm's kitchen display is up front for easy viewing from the street. It is kept well-lighted at night. Here, Mrs. Claude Roach Sr., right, is on hand to admire — and sell — a cabinet to a housewife-customer.

tomer browsing. It has the carefully-planned look of a modern self-service store.

"There was very little display space in the old building," Roach recalled. "Now we are able to take full advantage of street traffic for the first time. There has been a noticeable increase in store traffic. New, off-the-street parking facilities for customers have contributed to this increased traffic.

"With more floor displays, we

have stimulated 'impulse' sales. Customers who find floor salesmen busy when they come in now hang around and browse among the display tables, instead of saying, 'I'll be back later.' And in many instances, they buy things that they didn't have on their minds at all when they walked in."

The new building gave the firm added opportunity to promote its profitable kitchen line and to add, for the first time, such desirable

Displays are purposely spaced wide apart to encourage customer browsing. Extra space has enabled company to take on additional lines, displays of which have stimulated walk-in traffic.



Since the firm builds and modernizes homes in the vicinity, a special home planning department was recently established. Curmit McCracken, department head, above, spends much of his working day checking layouts and designs, all of which means added business for Jonesboro Lumber.

lines as plumbing, electrical fixtures, floor covering, and hand tools.

"We have our kitchen display, featuring Bilt-Well cabinets, up front where it can be seen by anyone on the street, Roach explained. "We keep this display lighted at night. We do much kitchen remodeling as well as installing new kitchens."

The new building also has had a noticeable effect on sales of old lines, such as builders hardware, paints, roofing, building products, and lumber in general, Roach added.

The company has five salesmen, including two sons of the owner. Paul and Claude Roach Jr. do outside selling, as well as help on the floor. The 17-year-old firm really is a family business, with Mrs. Claude Roach Sr. also working in the office.

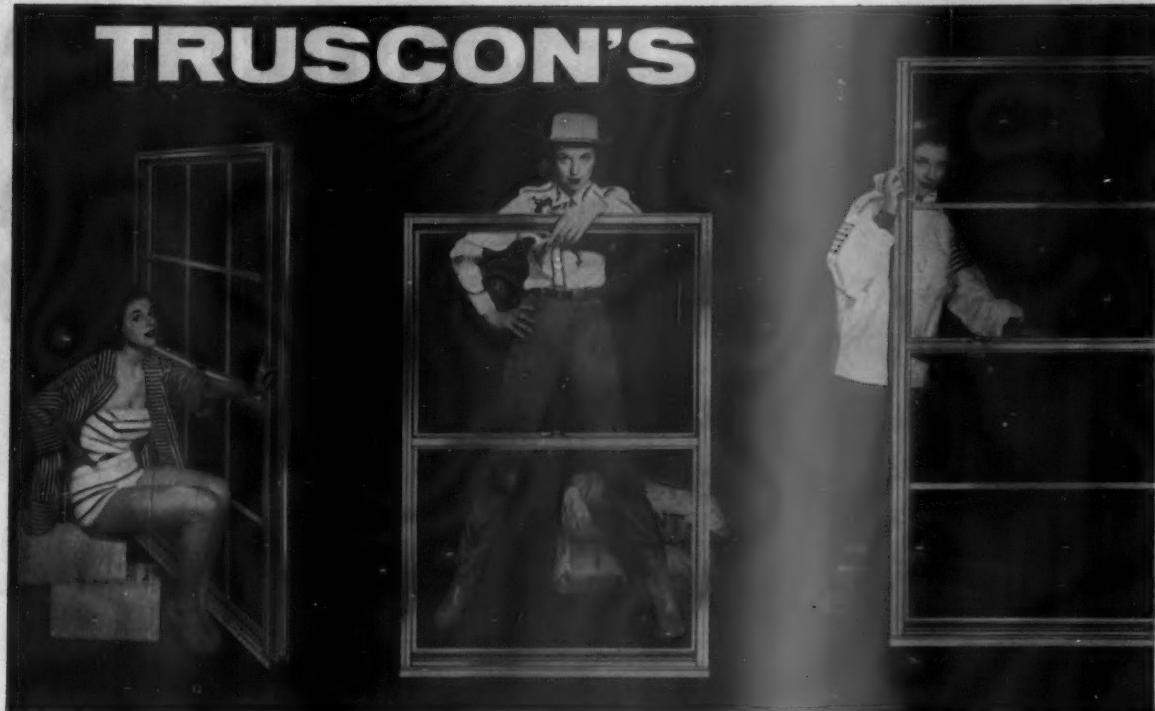
Jonesboro Lumber builds homes, as well as furnishing building materials. It offers a complete home-planning service, with Curmit McCracken in charge of layout and design. It assists customers with financing arrangements.

The company works with contractor crews, and sub-contracts the labor on remodeling and the building of new homes and commercial structures.

It has a total of 14 employees, including two in its woodworking shop. It operates a fleet of five delivery trucks and sells throughout Craighead county. It is said to be the second oldest lumber

(Continued on page 86)

# TRUSCON'S



## NEW ALUMINUM SINGLE- AND DOUBLE-HUNG WINDOWS TO ROUND OUT YOUR TRUSCON LINE

Truscon's new Series 158 Aluminum Line is the window you can sell for all types of construction, in any part of the country.

Frame, masonry, concrete block, stucco . . . this window fits them all. New design aluminum extrusions and advanced engineering give you all the advantages of an integral fin trim without the disadvantages. Fin flexibility makes it possible for you to sell this window for all construction types, with full conformity with regional preferences.

Truscon's new Series 158 is designed so that your customer can build construction of any type right up to it. Then, trim if desired.

Round out your Truscon line. Stock, display, and sell Series 158 Aluminum Single- and Double-Hung Windows. Send coupon for facts.

### Quality features to make sales fast:

1. Etched and lacquered.
2. Solid white bronze hardware, tumbled and lacquered.
3. Flush integral lift.
4. High humidity gasket.
5. Positive vent stops.
6. Self-compensating spiral balances.
7. Full perimeter silicone-treated wool pile weatherstripping.
8. Mechanically interlocked vent corners.
9. Removable parting strip.
10. Screwless mullions, nailing strips and anchors.
11. Tight seal adjustable casings.
12. Snap-in muntin bars.
13. Extruded full and half screens.
14. Storm sash.

**No other aluminum window can match them!**

REPUBLIC STEEL CORPORATION  
TRUSCON DIVISION  
DEPT. C-5474-AR  
1050 ALBERT STREET • YOUNGSTOWN 1, OHIO  
Please furnish sizes, specifications, prices on Series 158  
Aluminum Windows.

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# ONLY K-M OFFERS QUALITY ASBESTOS

**Low initial cost • Easy to apply • Little or no maintenance  
• Won't rust, rot, or corrode • Fire- and weather-resistant •  
Vermin-proof • No protective painting required • Handsome  
stone gray appearance**

Only with "K&M" can you so completely satisfy your customers' needs for durable, low-cost asbestos-cement board. Farmers, homeowners, and commercial users are turning more and more to asbestos-cement building materials. And you're Johnny-on-the-spot with the most complete line now available on the market.

Write to us today for more information.

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## FLAT SHEETS



**Sheetflexos**—for residential, commercial, and industrial exterior use. For non-combustible linings, panelling, and ceilings.



**LINABESTOS**—for interior and exterior use in plants, farm buildings, homes, garages, and stores.

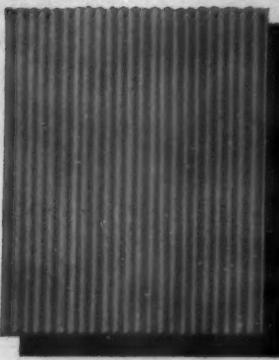


**"K & M" APAC BOARD**—for long-lasting protection at low cost. A utility board which is excellent covering.

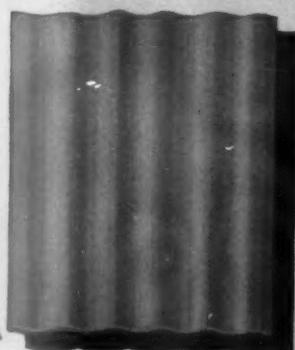
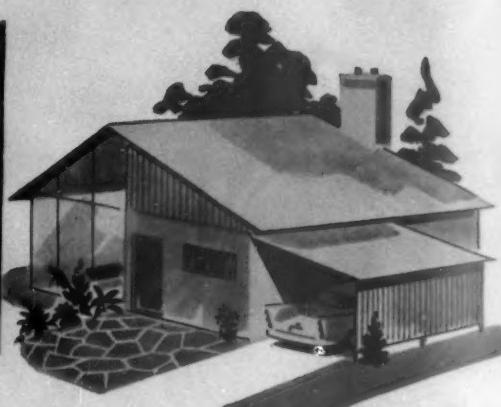


# YOU THIS FULL LINE OF - CEMENT BOARD !

## DECORATIVE PANELS



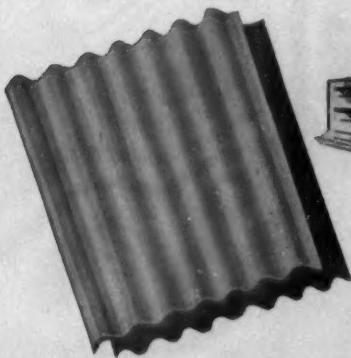
**Ribbed**—for interiors and small rooms. For dados, wainscoting, friezes, contrasting panels, and marginal strips.



**Fluted**—for indoor and outdoor use, alone or with plain sheets for contrast. For exterior facades, soffits, mullions, and friezes.

"K&M" Decorative Panels provide an unusual texture of light and shadow. Your customers can readily work and install these sheets. Secure them with non-corrosive fasteners or battens.

## LIGHTWEIGHT CORRUGATED ASBESTOS



**Lightweight Corrugated Asbestos**  
—for roofing and siding over wood-frame construction...shops, storage sheds, etc. It offers a combination of structural and decorative characteristics.



**KEASBEY & MATTISON**  
COMPANY • AMBLER • PENNSYLVANIA



Jones Lumber and Hardware Co. of Memphis, Tenn., now works closely with architects and contractors on its mill-

work specifications. President A. C. Jones, above, checks blueprints with one of his highly-trained employees.

## Building Reputation

## On Specialization

**Good service** will outlast price competition. You can't very well render a service and give it away, too."

With that philosophy as its firm foundation, Jones Lumber and Hardware Company of Memphis, Tenn., has built a reputation for quality custom millwork that's reflected in an expansion program and modern facilities.

Two years ago the company turned around in the middle of the road, switched to the more specialized field. It was a big step, involving an entirely new physical plant at a new location.

For its first eight years, the company had concentrated on general lumber business, catering

largely to the home-owner. Now, it is concerned principally with manufacturing architectural mill-work to specification for general contractors in commercial and industrial fields.

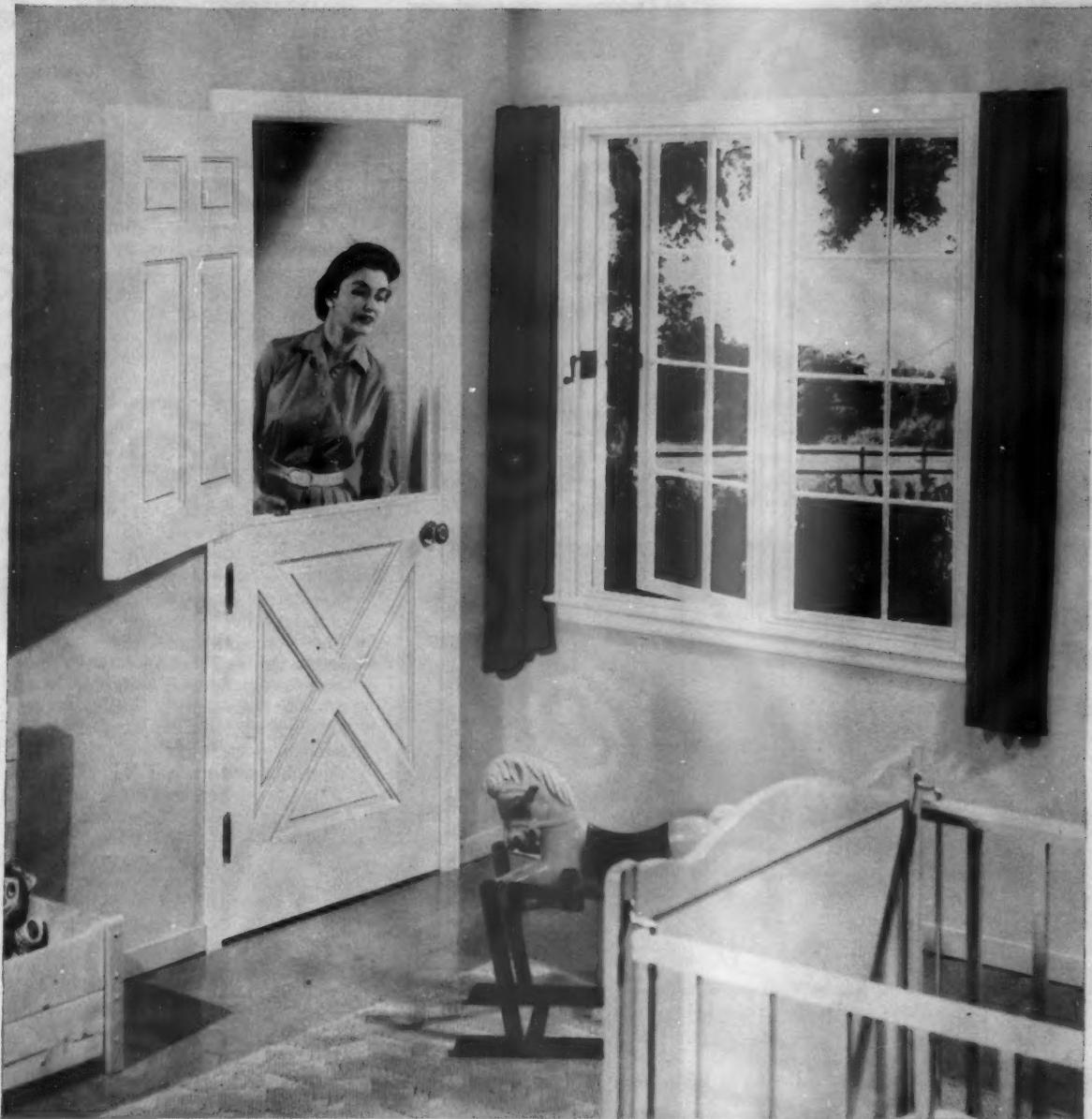
"We simply decided this specialized field offered greater opportunities, so we made the switch," A. C. Jones, president, explained.

"We were operating under a split set up, with our lumber yard and office at one location and mill-work shop at another place. We decided that by putting it all together, we could lower our operating cost, take on more business and enlarge our facilities.

"We consolidated by moving to

a new, three-acre site and investing \$95,000 in modern plant facilities. We doubled the size of our millwork department by erecting a 50' x 130' mill building, built a 50' x 25' air-conditioned, attractively-paneled office and display room for Do-It-Yourself drop-in business, and constructed a 50' x 65' warehouse as well as new sheds for lumber," Jones continued.

The new Jones site has convenient rail facilities and ample off-the-street parking facilities. Now out of a congested area, it can speed deliveries by rail or truck to job sites. Parking frequently was a problem at the firm's former location, on the city's most heavily



Curtis dutch door and Curtis Silentite casements add charm and utility to this room.

## Here's how CURTIS helps dealers multiply profit opportunities

In the room above, you see only two of the many wood window and door styles which make the Curtis Wood-work line a standout for profit-minded dealers.

Curtis enables you to offer your customers a choice of 97 different window styles, 88 different door styles—a total of 185 ways to multiply your profits.

Curtis makes these products easier to sell with door and window selector charts which enable your customers to choose quickly. And to take advantage of the increased interest in mantels and corner cabinets, Curtis offers a complete line of attractive designs. Want more information? Write us.

**CURTIS COMPANIES INCORPORATED, Clinton, Iowa**

223 Vine St.  
Scranton, Pa.

324 No. College St.  
Charlotte, N. C.

500 Amsterdam Ave., N.E.  
Atlanta, Ga.





This molder cuts four sides of the wood simultaneously with knives made to any desired shape. The completely equipped millwork shop has 12 employees and handles work for other Memphis dealers.



Expert woodworkers do custom work on many items, including cabinets.

Although specializing in millwork, the company still caters to the home-owner, whose needs constitute approximately 20 per cent of its business. This attractive display room, below, attracts many Do-It-Yourselfers.



traveled thoroughfare.

Said Jones: "The move has allowed us to spread out and give better service. We have been at our new location less than two years but already have added one shed since moving."

Jones Lumber and Hardware Co., while catering to the commercial and industrial millwork and lumber fields, continues to interest home-owners by carrying a complete line of paints, general hardware, and other items for Do-It-Yourself enthusiasts. "About 20 per cent of our business now comes from home-owners," Jones reported.

Special millwork takes special equipment and special skills. Jones Lumber and Hardware Co. emphasizes in advertising that it has both. When the company started in business it had four employees. Now it has 19, with 12 in the millwork department.

The firm maintains estimating and detailing personnel and works closely with architects on plans that come through the Builders Exchange and the Associated General Contractors in Memphis. Most of the company's work comes through millwork sub-contracts on such projects as schools, hospitals, churches and motels. For example, it has furnished millwork for three or four recent Memphis school expansion jobs.

Jones Lumber and Hardware concentrates its advertising on direct mail, aimed at architects, contractors, and builders. It emphasizes its background of know-how, skill, and practical experience that is always at their service. Firm officials have more than 125 years of experience in meeting lumber, hardware, and special millwork requirements.

With its expanded millwork department, the concern is equipped to handle custom work for other dealers in the Memphis trade territory who have no millwork departments of their own. The Jones firm bids on jobs within a 100-mile radius of Memphis. It has a fleet of four delivery trucks and uses two outside salesmen.

The company has earned the confidence of builders for its special millwork, as well as for its diversified and continuous inventory. It is a supplier of Dierks dense dimension, plywood, sheet-rock and wall paneling, hardwoods, timbers, hardware, paint, building supplies and tools.

Jones literally grew up in the  
(Continued on page 85)



## "Take it from me our Armstrong wholesaler saves us plenty of these headaches"

says J. C. Bradley, Cash Lumber Company, Morristown, Tenn.



**"No more calling up all over for materials.** Our wholesaler is the Dealer's Warehouse Corporation in Knoxville. They keep an ample supply of the complete Armstrong line on hand. We save time and money by buying from this one dependable source.



**"We're not in competition with our suppliers.** We expect competition from other dealers, but it's nice to know we are not bucking suppliers, too—especially for contractor business. Our wholesaler sells all Armstrong products only through established dealers like myself.



**"Our cash is not always tied up.** Our wholesaler gives us fast reorder deliveries. His warehousing facilities help us save our own space for a wider variety of items customers ask for. This service also keeps our capital free to take advantage of seasonal bargains.



**"He doesn't sell us and forget us.** Unlike many suppliers, our wholesaler's salesman works with us right in our yard. He not only shows us how to sell ceilings but gives us valuable merchandising tips and helps us set up displays that create extra sales."

The Armstrong Cork Company sincerely believes that the wholesaler is vital to the growth and prosperity of the lumber dealer. That is why Armstrong Building Products are sold only through established wholesalers. For the address of the one nearest you, write Armstrong Cork Company, 3909 Ramsey Avenue, Lancaster, Pennsylvania.



### Armstrong BUILDING MATERIALS

Temlok Roof Deck

Temlok Sheathing

Temlok Tile

Cushiontone Ceilings

# ASSOCIATION ACTIVITIES

## PLYWOOD DISTRIBUTORS ELECT ASSN. OFFICERS



Pictured above are new officers of the National Plywood Distributors Assn., recently elected at its 16th annual convention in Coronado, Calif. Left to right, are First Vice-President Thomas H. Hammer, National Plywoods, Inc., Chicago; President Roland R. Remmel, Southland Building Products Co., Little Rock, Ark.; and Second Vice-President Jack Walker, United Plywoods Corp., Birmingham, Ala. Mahlon S. Munson is managing director and secretary-treasurer.

High point of the convention recreational and social events was award of the 1958 scroll of honor to Mike Davidson, Houston Sash & Door Co., Houston, Texas.

### Florida Survey Reports 9.1% Increase in Sales

The Florida Lumber & Millwork Assn., Inc., has reported that among 54 of its members, net profit in 1957 from operations was just about the same as 1956, according to its recent cost-of-doing-business survey.

The survey also indicated that, while there was an increase of 9.1% in sales over 1956, there was a decrease of 6.5% in accounts receivable.

The net return on investment was 15.89%, which is reportedly above the average of other states taking similar surveys. The percentages from other surveys are 9.7%, 7.47%, and 8.21%.

### Southeastern Lumbermen Plan October Meeting

Dates for the fall meeting of the Southeastern Lumbermen's Club have been set for October 13-14,

at the DeSoto Hotel, Savannah, Ga.

This represents the first scheduled meeting since the merger of the Southeastern and Carolina-Virginia clubs. One of the main orders of business reportedly will be to work out details for future meetings and club procedure.

### FNMA Adds \$150-Million To Housing Mortgage Fund

The Federal National Mortgage Assn. announced that an additional \$150-million is available for commitments to purchase low and moderate priced housing mortgages under its special assistance program authorized by the Emergency Housing Act of 1958. This amount increases the total available for this program to \$750-million.

Under the special assistance plan, FNMA issues commitments to purchase FHA-insured and VA-guaranteed mortgages of \$13,500 or less, covering housing on which construction had not started

at the time the application was made for FNMA's commitment.

According to FNMA President J. Stanley Baughman, FNMA has entered into commitment contracts totaling \$537,180,000 for the purchase of 45,092 mortgages under this program. These figures reflect FNMA activities through July 24, and cover 24,019 VA mortgages totaling \$294,687,000; and 21,073 FHA mortgages amounting to \$242,493,000. These mortgages will provide for 45,092 units of new housing, Baughman said.

### KRLDA Survey Indicates Falling Dealer Profits

Results of its 1957 cost-of-doing-business survey have been tabulated and recently released by the Kentucky Retail Lumber Dealers Assn.

For the 66 participating dealers, the year 1957 showed a decrease in sales volume, not accompanied by corresponding decreases in cost of sales and operating expenses; therefore resulting in substantial decrease in operating profit for the average dealer.

Average sales of reporting dealers decreased 9.5%, whereas cost of sales decreased 9.4% and operating expenses decreased only 7.0%. Management salaries increased 10.8% resulting in the average operating profit of 36.4%.

The average percentage of mark-up on cost was 35.85 as compared with 36.03 for the preceding year, a relatively small decrease.

Accounts receivable showed a decrease of 10% and bad debt expense for the average dealer decreased from 0.6% to 0.4% of net sales.

Funds invested in inventories increased 4.1%.

A breakdown by sales volume of the 66 participating dealers was as follows: Group A, under \$175,000 (11 companies); Group B, \$175,000 to \$300,000, (26 companies); Group C, \$300,000 to \$600,000, (18 companies); and Group D, over \$600,000, (13 companies). Losses were reported by groups as follows: Group A, (2), Group B, (8), Group C, (1), and Group D, (1).

## WEYERHAEUSER LOUISVILLE DISTRIBUTING YARD



Yard inventories include a variety of competitively priced kiln-dried lumber, panelings, construction and decorative plywoods, and other top sales leaders.

## Profit Center FOR LUMBER DEALERS

Yes, the new Weyerhaeuser Louisville Distributing Yard can be your profit center . . . your ready source of quality building materials at competitive prices.

Your profit center because you can draw upon large, diversified inventories of Weyerhaeuser 4-Square kiln-dried lumber, plywood, and other basic building materials. You can carry less inventory, reduce your investment, profit from markup times turnover.

Your profit center because you save truck time, save money, picking up materials at Weyerhaeuser. This new distributing yard is located at the crossroads of two super-highways. Here, modern storage facilities and loading equipment . . . plus trained, customer-conscious personnel . . . cut truck loading time to a new minimum.

Your profit center because here are complete stocks of famous First Choice building materials . . . well regarded by builders, specifiers, and consumers . . . products your customers buy through retail lumber dealers.

## Weyerhaeuser Louisville Yard

1360 DURRETT LANE / TELEPHONE EMERSON 8-3331

### First Choice

Building Materials Stocked  
for Your Convenience

WEYERHAEUSER  
**4-SQUARE\***  
Lumber and Other Products

Andersen Windowwalls



Complete Wood Window Units

Nu-Wood®  
Insulation Board Products

Balsam-Wool®  
Sealed Insulation



OWENS-ILLINOIS

Pre-Finished Hardwood Plywood

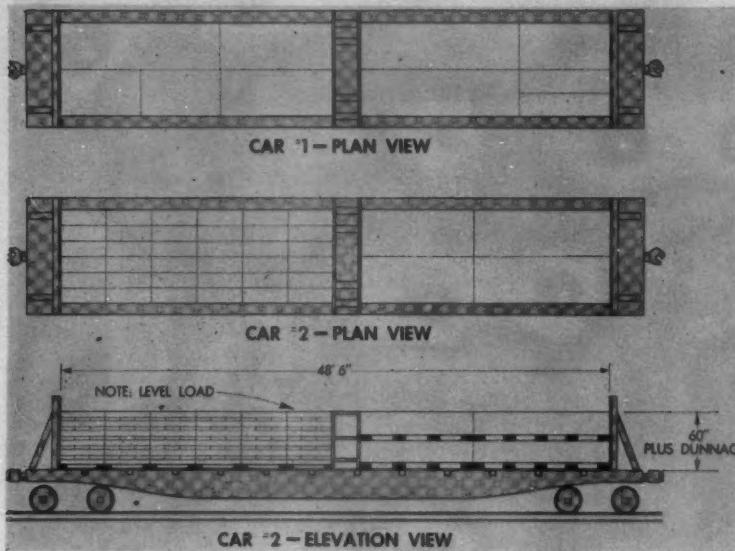
Gibraltar  
 DOORS

FILON®  
Fiberglass Building Panels

KOLORITE®  
WEYERHAEUSER & SONS  
Factory-Coated Shakes and Shingles

ST. M. Reg.

## Cost-Cutting Gypsum Board Order



Load plot for a carload of  $\frac{1}{2}$ " gypsum board, at top, contains 600 bundles in a variety of lengths. Only limitation is selection of lengths available from a particular shipping plant.

Load plot for mixed flat car, above, contains 12 cross-tied units of gypsum lath 16" x 48", four 30-bundle units of gypsum wallboard, 4' x 10' and four 30-bundle units of 4' x 12' gypsum wallboard. This load is plotted for ground-level unloading; however, the same specifications can be arranged on the car to allow platform-level unloading.

**A new ordering procedure** for gypsum board products has been recommended by the Gypsum Assn. to all building materials dealers as a method for reducing unloading costs, and reducing damage in transit as well. It is called load plot ordering.

It consists of ordering sizes and quantities of gypsum board products that will best fit into a standard 48' 6" flatcar . . . packaged 8' to 9' wide and not exceeding 60" height . . . loaded for fork lift truck unloading in dealer's yards.

With planned ordering, building materials dealers would receive their gypsum board products in standard size load units . . . that are easily unloaded, easily tiered for effective and efficient warehousing, and thus ready for fast future customer delivery.

Planned order shipments do not have to be confined to one type of board. A mixed carload of gypsum lath, gypsum sheathing and gypsum wallboard is an efficient way to order.

Here's how the new procedure works. A building material dealer determines from his inventory records and his customers' current requirements the popular sizes and

quantities of gypsum board products he should order at any given time.

By adjusting the quantities and sizes of products slightly, and by arranging them to intermesh logically, the building materials dealer can plan his order to fit evenly and uniformly on one or more 48' 6" flatcars or any other length shipping facility.

For most efficient use of available space, pack-out in center of car should be kept to 2' or less. Also, it is important in planned order shipping that the gypsum board products be loaded level the full car length. This further prevents load shifts and reduces potential damage in transit.

Planned ordering also includes consideration of the building material dealer's lift truck capacities. If a dealer has a 12,000 pound capacity truck with 24" load center, he can easily unload full stacks of 12' gypsum board; if he has only a 4,000 pound capacity truck, he would want each stack divided into three or four bundles.

Planned ordering can be beneficial even for the smaller dealer without fork lift truck equipment. For with a 1,000-pound capacity

two-wheel hand truck, a building materials dealer can completely unload 40,000 square feet of gypsum lath from a box car with four man-hours of labor.

There are a number of benefits resulting from planned ordering: substantial reduction in unloading time and costs; reduction in damage; easier inventory control; damage reduction and demurrage reduction.

### NRLDA's O'Malley Praises Certified Agency Program

Rapid expansion of the Federal Housing Administration's Certified Agency Program is fully justified by the results obtained to date in trial areas, according to President J. C. O'Malley of the National Retail Lumber Dealers Assn.

The CAP plan provides for local application and approval of FHA's mortgage insurance instead of processing in the agency's regional offices. The national association president theorized that the new plan is responsible for an important part of the increased number of housing starts reported in the last few months.

"Although originally designed for outlying communities located away from FHA's offices, the CAP has worked successfully in larger cities as well," O'Malley said. "Results have been so favorable that its extension beyond the 22 states and parts of states where the program now operates is entirely in order."

He stated that lumber dealers engaged in building homes cite instances where local approvals are obtained in two to four days, whereas previously a month or more often elapsed in rush times before action is completed by FHA understaffed regional offices.

### Stanley Rosenzwoig Heads Israel Tree Forest Project

Stanley Rosenzwoig of the Capitol Lumber Co., Baltimore, Md., recently was named temporary chairman of the Baltimore Committee for the Lumbermen's Forest in Israel.

This nationwide inter-denominational committee of lumber industry representatives has undertaken the project of planting a million-tree forest in the Holy Land to help restore the Negav Desert to its biblical fertility.



## "CECO switched to SPIREX balances for quieter, more efficient operation" ... J. H. FIELD

"At Ceco we are always looking for ways to improve our windows, no matter how successful they may already be. So, when we examined Caldwell's new Spirex, we saw an opportunity to improve our aluminum double-hung residential units. After a thorough checking and testing, we switched to the Spirex for our new 60, 70 and 80 series. As a result, the operation of these new units is noticeably quieter and smoother."

... J. H. Field, Manager, Commodity Sales  
Ceco Steel Products Corporation

The new Spirex balance is even better than ever before. The graduated twist of the spiral rod provides constant lifting and holding power all the way up and down. A more responsive flat coil actuating spring reduces inertia, and a new nylon drive bearing eliminates friction and noise. The result is the spiral sash balance that makes a good window better.

For additional information on the new Spirex call  
your Caldwell representative or contact the factory:

CALDWELL MANUFACTURING COMPANY  
66 COMMERCIAL ST., ROCHESTER 14, N.Y.

**CALDWELL**

SINCE 1888

SPIRAL AND CLOCKSPRING BALANCES

ROCHESTER, NEW YORK • JACKSON, MISSISSIPPI

## Atlanta Will Host Urban Renewal Clinic

The seventh regional urban renewal clinic to be sponsored by ACTION (American Council To Improve Our Neighborhoods) will be held in Atlanta, Ga., September 22-23.

Some 400 representatives from the nine states of Alabama, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia are expected to attend, according to Fred J. Turner, chairman of the

sponsoring committee in Atlanta.

The Atlanta conference will comprise a series of workshops, at which delegates from local communities will have the chance to discuss problems of urban renewal with experts from all over the country who will act as panelists. Spotlight throughout the Clinic will be on two major problems most vexing to local committees — how to get a comprehensive urban renewal program started, and how to finance and expedite the program once the initial steps have been achieved.

ANOTHER HOMASOTE FIRST



## for the life of the building

WEATHERPROOF HOMASOTE GIVES YOU A  
PERMANENT, CONDENSATION-FREE ROOF . . .  
THE "88" ROOFING PANELS  
SAVE YOU DAYS AND DOLLARS

If you want to be sure of having a permanent, insulated roof, apply Homasote "88" Roofing Panels according to directions—paint any time within the first 3 years, and keep painted. Homasote can make this claim, because it has been tested in all climates on all types of structures—for more than 42 years. Homasote is a high-density, wood-fiber, weatherproof, insulating-building roofing.

One of the newest building methods developed for Homasote is Trussed Arch Construction. Wall and roof trusses are Precision-Built®, with the roof trusses designed to be joined at the ridge. Because they are in two sections, trussed arches can be transported far easier than standard trusses for the same building. The frame can be erected and roofed in two days by two men—with a man and a truck for four hours. Trussed Arch buildings are designed with lengths in multiples of 5'.

Use the coupon for further data on this and other Homasote Products and methods.

## HOMASOTE COMPANY

In U. S., kindly address  
Trenton 3, New Jersey.  
In Canada: Toronto, Ont.—P.O.  
Box 35, Station K • Montreal,  
P. Q.—P. O. Box 20, Station H



Send the literature and/or specification data checked:

- Homasote "88" Roofing       Panel-Tile (on 4' x 8' panels)  
 Trussed Arch       Grooved Vertical Siding  
 Poultry Houses       Homasote (72-page)  
 Easi-Bild Patterns       Handbook

NAME.....

ADDRESS.....

CITY.....

STATE..... J-26

## Quinn of Texas Creates Dealer Promotion Program

Al Quinn of Waco, Texas — former veteran advertising director for Wm. Cameron & Co. — has announced creation of a novel advertising and sales promotion program for retail lumber dealers in the South and Southwest.

The campaign, a continuing one, revolves around a copyrighted cartoon character known as "Level Head." The illustration can be used in printed advertising of all kinds and is especially adapted for use in television.

"In newspaper advertising, or any medium of printed advertising, the size of the advertisement is not as important as what is in it. A ten-dollar bill is no larger than a one-dollar bill, but is worth ten-times as much because of the copy on it. Individuality and distinction are the things all advertisers strive for. With the 'Level Head' program this is assured," Quinn stated.

License for the use of "Level Head" is issued on an exclusive basis and all necessary materials are included in the package.

For the past year and a half Al Quinn has been operating an advertising agency in Waco, specializing in the lumber industry.

## Amana Plans Stepped-up Air Conditioning Sales

With appointment of a national sales manager for central air conditioning, Amana Refrigeration, Inc., Amana, Ohio, is inaugurating a stepped-up central air conditioning sales program based on a merchandising, rather than an engineering, approach to the public.

The new national manager, David B. Ruthstrom of Metairie, La., described the program as "an effort aimed at the existing house market, where we can find 90 per cent of our business potential." He pointed out that central air conditioning is usually sold by engineering-trained men whose technical explanations do not appeal to the homeowner.

"In the existing home field," said Ruthstrom, "it is the homeowner and his wife who must be sold — and they do not have an engineering or building background. That means we talk to them in terms they can understand — cooling the home."



**says Miller O. Phillips, Jr.**  
**Phillips Industries, Inc.**  
**Orlando, Florida**

**As a dealer** who knows the problems of warehousing, Mr. Phillips speaks for ALABAMA!

"In my business packaging is an important factor in whose product I stock. And, I know that ALABAMA packaging is tops! Those sturdy wood crates and strong, compact pallets assure damage-free handling with fork lifts. They stack higher, neater . . . conserve valuable space in the warehouse."

**Yes, take it** from a man who really knows from experience that it pays to stock and sell 4-A Quality ALABAMA Metal Lath and Accessories! ALABAMA products, packaged in damage-resistant wood crates and pallets, handle easier . . . save time . . . cut down costly damage claims. ALABAMA wood pack-

**"ALABAMA packaging handles easier . . . conserves valuable space in my warehouse!"**



aging stacks higher, neater—for space-saving storage in your warehouse.

**And you can be assured** factory-perfect delivery with 4-A wood packaging—packaging that protects **QUALITY** and pays off in increased dealer profits!

**So stock the complete line** of ALABAMA Metal Lath and Accessories for steady year-round sales. Write today for product catalog and samples.

**Sold Only Through Dealers!**

**4-A QUALITY  
ALABAMA  
METAL LATH**

**ALABAMA METAL LATH COMPANY**

3245 Fayette Ave., P. O. Box 992 • Birmingham, Alabama



**Your customers prefer to build with  
Johns-Manville STRONGBORD Sheathing  
... they get extra strength and cut construction costs, too**

**STRONGBORD**, a new multi-purpose sheathing and sidewall material developed by Johns-Manville, is made of selected wood fibers bonded together with special bituminous compounds. It forms a dense, rigid sheet  $\frac{1}{2}$ " thick, of exceptional strength and high moisture resistance.

**Here's why builders  
prefer Strongbord**

**Strong.** There is no stronger  $\frac{1}{2}$ " insulation board sheathing on the market today. Nailed directly to the studding, Strongbord adds extra bracing strength to the building frame.

**No corner bracing needed.** Strongbord when used as a sheathing, and applied

according to J-M specifications, fully complies with F.H.A. requirements for use without corner bracing.

**Shingles may be applied directly.** The smooth surface of Strongbord presents an unbroken surface for the application of finished sidings. Using nails of the ring barbed type, as recommended by Johns-Manville, asbestos or wood shingles can be attached directly to Strongbord.

**Easy to apply.** The large sheets, 4' x 8' and 9' long, reduce application time. One man can handle the sheets. Time and labor costs are cut.

**Minimum waste.** Because Strongbord sheets come in 4-foot modular widths,

there is very little cutting waste. Builders report less than 5 per cent waste on the job.

**And . . . Strongbord insulates as it builds.** The insulating qualities of Strongbord helps save fuel costs for the homeowner and makes the house more comfortable the year 'round.

• • •

Why not get aboard the Strongbord bandwagon. Push Strongbord and get volume sales and steady profits in today's rapidly expanding home-building market. Your Johns-Manville representative will be glad to give you complete information.



# JOHNS-MANVILLE

# WHAT'S NEW in Building Trends

THESE OTHER JOHNS-MANVILLE  
BUILDING MATERIALS INCREASE  
SALES AND PROFITS FOR YOU



**Seal-O-Matic® Shingles**, the only self-sealing shingle proved on over 300,000 homes. Resists wind, rain, hurricane. Saves costly roof repairs. Attractive colors and blends.

**Pre-Primed Flexboard®** comes to job site ready to take any paint. Large-size building sheets ideal for board and batten construction. Fireproof and rotproof.



**Terraflex® Vinyl Asbestos Floor Tile** keeps its "first day" beauty. Easily kept spick and span, it has great appeal to homeowners.



**Spintex® Insulation** saves the homeowner up to 30 cents on every heating dollar. Keeps rooms up to 15 degrees cooler in summer—a "must" to make air conditioning practical.



**Fibretex Acoustical Panels** absorb up to 75% of room noise that strikes them. Pre-decorated with handsome white finish for new homes or right over old ceilings.



JOHNS-MANVILLE  
**JM**  
PRODUCTS

## Glass Fibers Make Care-Free Screening



A screening made of glass fibers impregnated and coated with a Geon vinyl material has been developed by the textile products division of the Owens-Corning Fiberglas Corp.

Said to be exceptionally strong and resilient, the item is rustproof and lightweight, weighing only four pounds per hundred square feet.

A Geon vinyl coating finish reportedly eliminates glare and provides better see-through visibility. Color can be built right in, since Geon-based coatings can be made in a wide range of hues.

The screening is particularly recommended for patio enclosures since it is said not to wrinkle, corrode, or become dented by accidental bumps.

## D-I-Y Swimming Pool Costs Less Than Car

Reportedly for less than the cost of a late-model used car, you can now have a swimming pool in your backyard.

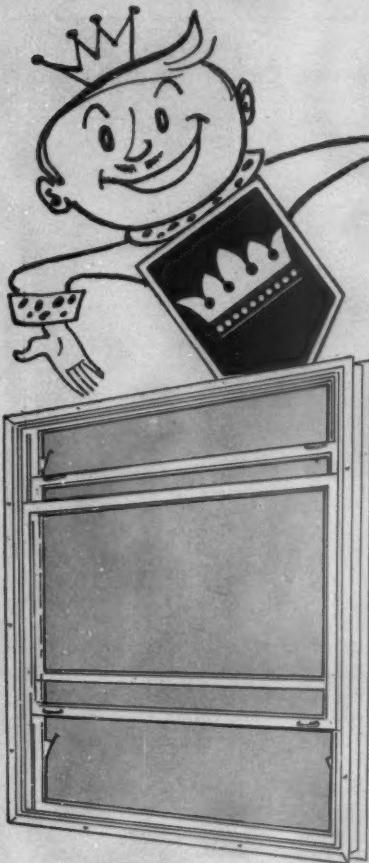
Designed by Buster Crabbe, film star and swimming champion, the new type pool can be installed easily by a Do-It-Yourselfer. All parts and fittings for the pool, including pump, filter, and a supply of chemicals, come with the kit. When installed, the pool is 16' x 32', twice the size of the average living room.

In five easy steps, it can be readied for swimming. After the excavation has been made, the first step is to assemble and bolt together the lumber side panels in position around the pool. These wood side panels, which have been processed with a wood preservative, form the basic unit of the prefabricated pool.

When the panels are in, the bottom of the pool is graded from 3½' at the ends to 7½' at the center for diving purposes.

The third step is the installation of a vinyl plastic liner. Then the pump and filter are connected. Before filling the pool with water, the pool sides are back-filled.

# KING ROYAL PRESENTS



## ROYALAIR LITE

Revolutionary idea for a flush door insert gives you a combination door lite and double hung window.

Door lites may be included to make up your prepaid shipment of 150 lbs.

Sold through jobbers only.



## SOUTHERN DOOR LITE COMPANY

46 WESTLAND BOULEVARD, SW  
ATLANTA 10, GA.

# DEALER NEWS

## ALABAMA

DECATUR: The Valley Lumber and Supply Co. here closed officially in July. In a newspaper ad, Manager George E. Gibson publicly thanked the people of the area for their patronage.

## ARKANSAS

TEXARKANA: The Dempsey Building Material Co. recently celebrated its opening with an open house given by owners Mr. and Mrs. Ray E. Dempsey. The company will carry a full line of name-brand building materials.

LITTLE ROCK: A fire of undetermined origin damaged a \$30,000 log-carrying machine recently at the McLean-Arkansas Lumber Co. Fred M. Zorn, mill superintendent, reported that the building itself was fireproof; otherwise damage might have been heavier.

## GEORGIA

WAYNESBORO: Fire recently destroyed newly-installed equipment in the sawmill plant of the H. W. Stone Lumber Co. Damage was estimated at between \$40,000 and \$45,000. The company has moved into a smaller building adjacent to the yard. None of the loss was covered by insurance.

ATLANTA: Eugene Joseph McLaughlin has been promoted to vice-president of the West Lumber Co. A graduate of the University of Georgia, McLaughlin has served with West Lumber since 1953.

NEWWAN: Hollis Lumber and Supply Co. here has been bought out by the Campbell Lumber Co. of Covington, partners of which are R. P. Campbell Sr., Robert P. Campbell Jr., and Walker P. Campbell. The Newnan operation will continue under the Hollis name, with Bob Jr. as general manager.

## KANSAS

LARNED: The Antrim Lumber Co. recently played host to a coffee hour. Guests were greeted by Beverly Morton, manager of the local yard, who introduced W. J. Richardson of Wichita, the company's assistant general manager. Richardson traced the history of the organization, which was founded in

March, 1905 as the Rounds and Porter Lumber Co. The Larned yard was placed in the Antrim corporation in 1914.

HUDSON: M. C. Addy has been named manager of the Hudson Lumber Co. here. He succeeds the late Earl Hawkey. Addy has been with the Hudson company at Cheyenne Wells, Colo.

AUGUSTA: The recent open house at Metz Lumber Co. attracted about 1,000 guests, according to manager Pat Finlay. Numerous prizes were given away.

LAWRENCE: Adrian H. Lindsey has been named manager of the Friend Lumber Co. here. Formerly football coach for Oklahoma University and KU, "Ad" Lindsey most recently served as Kansas state agent for the Kansas City Fire and Marine Insurance Co.

INDEPENDENCE: Bill Waltz, manager of the Rock Island Lumber Co., has been named chairman of industrial and educational displays for the Neewollah celebration to be held here October 30-November 1.

## KENTUCKY

BOWLING GREEN: James M. Hill has purchased the Graham Motley Lumber Co. The company will be called the Hill-Motley Lumber Co., Inc. Hill is a partner in Hill-Wortham Insurance Co. and is vice-president and director of the Bowling Green Bank and Trust Co.

WINCHESTER: Fire ravaged the Gibson Lumber Co. plant recently, causing damages estimated at \$40,000 to \$50,000. Leon Gibson, a partner in the firm, estimated the damage and said the fire apparently started in an electric motor. Clem Hill of Lexington earlier purchased half interest in the firm and is vice-president.

CORBIN: Fire completely destroyed the F. B. Heath Lumber Co. here. Firemen from three other towns joined forces with the Corbin fire department to fight the three-hour blaze, which also destroyed a neighboring grocery store. Jack Heath, general manager of the lumber company, unofficially estimated loss at more than \$200,000. The loss was covered by insurance.

## LOUISIANA

LAFAYETTE: Fire leveled the Sullivan Lumber Sales Co. recently,

# TIRED OF TOTING THOSE LONG ROLLS?

Many of our customers were. That's why all of us listed here are so pleased to handle the Kordite line of polyethylene sheeting.



## SEE THE DIFFERENCE in these two rolls of 16½-ft. wide film.

It's easy to see why Kordite's exclusive MULTI-FOLD has made our handling and warehousing twice as easy and economical. A 16½-ft. by 100-ft. roll, for example, comes in a carton just over 4-ft. long. We've also found that the Patented Dispensing Carton with cutting edge is a big help to convenience-minded customers.

Our customers appreciate, and yours will, too, the Kordite edgeprinting which shows at a glance how much film you've unrolled, as well as its thickness and width.

This exclusive self-service display rack takes the work out of selling polyethylene from the roll and just leaves you the profit. What's more, you pay nothing for the rack—just buy the rolls that go on it.

### ASK ONE OF OUR MEN

for more information on the Kordite line, or simply fill in this coupon and send to Kordite Corp., Macedon, N. Y. (Building Products Division).

Yes, I'd like more information on Kordite polyethylene sheeting

Name.....

Street.....

City and State.....

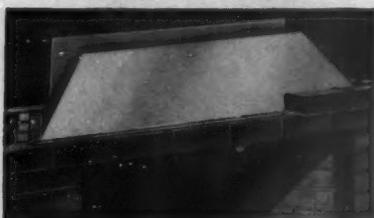


**KORDITE CORPORATION, MACEDON, NEW YORK**

**Boost your profits  
with  
these fast-selling**



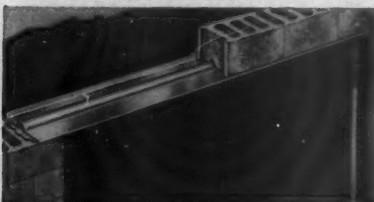
## PRODUCTS



### CAMPCO Painted Steel DOME DAMPERS

Built extra rugged for long life  
... Designed for minimum  
smoke restriction!

Made from heavy boiler-plate steel, Campco Dampers eliminate possibility of breakage in shipping, handling or installation. Built-in expansion bars prevent damage to masonry from expansion or contraction. Available in 5 sizes.



### CAMPCO Painted Steel LINTELS

Strong, durable—can't sag  
ever... insure crack-free  
walls over openings!

In addition, Campco Lintels are designed for maximum mortar bond and to prevent water from running back under wall into sash. Full range of sizes in 6" increments eliminates cutting and fitting on job.

*Write for Details!*

### CAROLINA METAL PRODUCTS COMPANY

Division of

National Metal Products Co.

2222 SOUTH BLVD. • CHARLOTTE 3, N.C.

causing an estimated damage of \$100,000. The fire also destroyed four trucks belonging to the company. L. C. Sullivan is owner and operator of the firm.

**CHARTERS OF INCORPORATION:** Sheeting Panels, Inc., lumber manufacturing, New Orleans; Concrete of Ville Platte, Inc., general concrete business, listing capital stock of \$20,000, Ville Platte; Associated Building Supply, Inc., building materials and supplies, \$52,000, Shreveport; Alan Wetzel Lumber Co., Inc., Plaquemine, changing domicile to Baton Rouge and changing registered agents; C. B. Deville Lumber Yard, Inc., \$35,000, Orléans; Lamson-Volkert Lumber Co., Inc., Baton Rouge, La., changing its corporate name to Lamson Lumber Co., Inc.; and Hunt and Sons Lumber Co., Inc., listing capital stock of \$100,000, Ruston.

## MISSISSIPPI

**CHARTERS OF INCORPORATION:** Concrete Fabricators, Inc., bricks, concrete, listing capital stock of \$100,000, Shubuta; City Concrete Co., Inc., manufacturing concrete, listing capital stock of \$100,000, Columbus.

## MISSOURI

**MONETT:** Herschel Stehlak, manager of the Monett Lumber Co., has announced plans to open a lumber company in Cassville. The firm will be known as the Barry County Lumber Co., and will carry a complete line of lumber and building supplies.

**CHARTERS OF INCORPORATION:** The Mantup Lumber Co., and the Monett Lumber Co., Carthage.

## NORTH CAROLINA

**CHARTERS OF INCORPORATION:** B & B Lumber Corp., listing capital stock of \$100,000, Pantego; Jack E. Lass, W. H. Turlington, and Wade H. Phillips Sr. are the incorporators, Concrete Delivery, Inc., capital stock listed at \$100,000. Incorporators are R. Bruce White Jr., James H. Matthews and Charles W. White, all of Durham. Taylor Lumber Co., Inc., Lenoir; Clyde W., Charles B., and Donald J. Taylor are the incorporators.

## TENNESSEE

**BLUFF CITY:** Mr. and Mrs. W. C. Baker have completed their two-

story 74' x 60' warehouse, store, and office building here. The Baker Lumber Co. builds and modernizes homes, and retails a full line of building supplies.

**GREENEVILLE:** Assisted by his father, W. C. Adams Jr. has opened the Greeneville Builders Supply here. The senior Adams recently sold his interest in the Triangle Supply Co. in Johnson City to his partners, William H. Wray and Thomas W. Caudle.

## TEXAS

**JACKSBORO:** Jerry Brooks has been named manager of the C. D. Shamburger-Gurh Lumber Co. yard here. He succeeds Jack LaBarr, who was transferred to Wichita Falls.

**DALLAS:** Burglars cracked the safe at the Home Lumber Co., looting it of \$500 or more. One desk drawer was pried for a small amount of cash.

**BORGER:** Charles I. Hager has been named manager of the Panhandle Lumber Co. He comes to Borger from Dodge City, Kans., where he was vice-president and general manager of a lumber company.

**SCHULENBURG:** R. F. Kusey, manager of the Kusey Lumber Co., and Mrs. Kusey, have been named Schulenburg's outstanding citizens of 1958. The couple was presented a plaque by Governor Price Daniel at a recent chamber of commerce meeting.

## VIRGINIA

**DANVILLE:** Fire broke out at the Danville Lumber Co. recently, but was confined to the attic of the office building by six inches of rock wool insulation and the efforts of local firemen. The blaze was believed caused by a short-circuited wire. Damage was negligible.

**DAMASCUS:** The Carolina Builders Supply has moved into its new brick-fronted concrete block building here. It is 41' wide and 150' deep. Manager Tony Eller is stocking a full line of residential building materials and lumber.

## WEST VIRGINIA

**CHARLESTON:** Robert Briggs, general manager and vice-president of the Wright-Bachman Lumber Co. for the past 15 years, has retired. He is succeeded by Amos Waddell and Elmer Shaw, who will serve as co-managers of the firm.

## OBITUARIES

RALPH M. BENNETT, 74. Vice-president of Jorgensen - Bennett Manufacturing Co., Memphis, Tenn.

BERNIE IRA BEEN, 70. Past-president of the Sun Lumber Co., Greenwood, Ark.

F. JOHN FEHLIG, 78. President of Fehlig Brothers Box & Lumber Co., Webster Groves, Mo.

PAUL McDONALD, 68. Owner of the Eastside Lumber Co., Trenton, Mo.

JOHN E. RIORDAN, 61. President of Wysong Lumber Co., Greenville, S. C.

HENRY J. CHESSON, 74. Affiliated with the Chesson Manufacturing Co., Elizabeth City, N. C., for 22 years before retirement three years ago.

GEORGE H. CORDDRY SR., 79. For 50 years an active lumberman with the Corddry Co., Salisbury, Md., until its sale to the E. S. Adkins Co. in 1957.

FRANK CARROLL, 65. President and general manager of Carroll Lumber Co., Alexandria, La.

FREDERICK W. REIMERS, 80. President of the Reimers-Schneider Lumber Co. and the R&K Creosote Co. of Hammond and Natalbany, La., a director of the Weyerhaeuser Timber Co. of Tacoma, Wash., and a past-president of the Southern Pine Assn.

W. T. COLEMAN, 41. Lumber dealer of Abbeville, S. C.

FRANK A. BROOKS, 82. Lumber dealer of Greensboro, N. C., and charter member and oldest living past-president of the Carolina Lumber & Building Supply Assn.

### NLMA Appoints Dorman As Advertising Director

Loren F. Dorman has been appointed director of advertising and merchandising for the National Lumber Manufacturers Assn., according to NLMA Executive Vice-President Mortimer B. Doyle. Dorman will assume specific responsibilities in connection with the newly-created nationwide wood promotion program of the lumber industry.

Before joining the national association, Dorman was advertising manager and assistant director of public relations for the Weyerhaeuser Timber Co. of Tacoma, Wash., since 1947.



### CAPITOL PRODUCTS HEAD BECOMES 'TEXAN'

Eugene Gurkoff, left, president of Capitol Products Corp., Mechanicsburg, Pa., is shown receiving an award of honorary citizenship in Texas from Texas Governor Price Daniel. The presentation followed the recent opening of Capitol Products' new plant in Sherman, Texas, in recognition of the company's contribution to the expanding Texas economy.

The plant will manufacture prime windows of extruded aluminum, and will service the Southwest with building specialty items, sliding windows, single hung sash, rolling glass doors and awning windows. The Sherman plant is the company's first prime window manufacturing facility outside Pennsylvania.

### Weyerhaeuser Timber Plans Division Plant in Houston

The Kieckhefer-Eddy division of the Weyerhaeuser Timber Co. of Tacoma, Wash., has announced plans for construction of a manufacturing plant, warehouse, and office building in Houston, Texas, costing more than \$600,000.

The facilities will be built on six acres in the Santa Fe industrial district. The plant and warehouse will contain 60,000 square feet of floor space, with provisions for an additional 80,000 square feet to be built in 1959.

The Kieckhefer-Eddy division manufactures wooden containers.

### Zonolite Co. to Stress Easy Finance in Campaign

The Zonolite Co., Chicago vermiculite producers, has announced plans to center its annual fall campaign around an "easy-time" theme.

According to company officials, the lumber dealer's facilities for financing the purchase of insulation will be stressed in all copy to appear in leading consumer publications.

Collateral material, including radio transcriptions, dealer mat plans, and literature, will carry out the theme.

### Benjamin A. Ragir Dies; Former Ekco President

Benjamin A. Ragir, director and former president of Ekco Products Co., Chicago, died recently. He was 44 years old.

Ragir, a graduate of the University of Chicago College and Law School and a practicing attorney until 1946, joined Ekco as secretary, and in a meteoric rise, became president of the firm within four years. He was only 36 years old at the time of his election as president. He remained president of Ekco until he retired early in 1958.

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## Flintkote Reports Earnings Upswing

Reflecting a sharp increase in demand for building material products and economies, net income of the Flintkote Company for the second quarter of 1958 showed a pronounced improvement over that reported for the first quarter.

Net sales for the second quarter were \$31,363,736, resulting in net income of \$1,640,738, or 84 cents a share on 1,781,120 average common shares outstanding. For the second quarter of 1957, net sales totaled \$30,697,827, while net income amounted to \$1,859,615 or \$1.02 per share on 1,683,195 common shares then outstanding.

For the six months ended June 30, sales aggregated \$53,869,895, compared with \$56,063,210 for the first half of 1957. Net income for the six months period totaled \$1,489,303, versus \$2,832,719. Per share earnings were 68 cents against \$1.51 a year ago.

## Chicago Firm Cites Gain In Steel Building Sales

A Chicago manufacturer of pre-engineered trussless steel buildings, the Wonder Building Corporation of America, has reported a 30 per cent increase in sales for the first half of 1958 over the corresponding period last year.

Company President Peter S. Pedersen Jr. reported increased farm building demand resulting from larger farm income plus the bumper wheat crop, and increased industrial demand.

He predicted that sales during the last six months of 1958 will continue high, with second-half gains probably exceeding the 30 per cent figure.

## Ray-Dor Sales Begins National Distribution

The Ray-Dor Sales Corp. of Cleveland, Ohio, recently initiated national distribution of Ray-Dor garage door operators.

R. S. Huxtable is president of Ray-Dor Sales Corp. and Ray-Dor Manufacturing Co. David Leuser is vice-president and general manager of Ray-Dor Sales. Francis J. Oates Jr. is general manager of Ray-Dor Manufacturing Co.

## Resilient Flooring Will Be 'Hot' Topic at BRI Meeting

The September meeting of the Building Research Institute reportedly will be a "hot spot" in Washington, D. C., as manufacturers and users take the stand to discuss the pros and cons of resilient smooth surface flooring.

As manufacturers attempt to analyze their various products and the best methods of installation and maintenance, representative speakers will discuss the following topics: environment factors affecting design, fastening methods for base and finish flooring, and recommended procedures for maintenance. Uses and properties of asphalt and vinyl-asbestos, backed and homogeneous vinyl, rubber, cork, and linoleum flooring also are to be discussed.

Two workshop-discussion sessions will center on common difficulties such as color-matching, indentation, failure of adhesive bond, and maintenance. Panel members will include representatives of FHA, NAHB, National Bureau of Standards, Douglas Fir Plywood Assn., Timber Engineering Co., the New York Port Authority, the Y.M.C.A., and the home-owner.

A BRI subcommittee chart will compare, for the first time, the relative physical properties of resilient smooth surface flooring, right down to the question of underfoot comfort.

Sponsors of the conference include: American Biltite Rubber Co., Armstrong Cork Co., Bird & Sons, Inc., Building Products, Ltd. (Canada), Congoleum-Nairn Co., Dodge Cork Co., Building Materials Division of General Tire and Rubber Co., Homasote Co., Independent Nail & Packing Co., and Rubber & Asbestos Corp. All of these firms are members of the Building Research Institute.

## Blue Ribbon

One reason why west coast hemlock has had such a rapid acceptance in recent years as a prime wall paneling lumber is because of its complete lack of resin. Since there is no pitch in hemlock, it takes all sorts of finishes perfectly, especially clear lacquer finish which brings out the incomparable champagne coloring of this prized wood.

# HELPFUL Booklets FREE

**101-I. ALUMINUM WINDOWS.** Five color brochures illustrate and describe Ualeco aluminum windows — horizontal sliding, residential and commercial awning, casement, double hung, hopper vent, basement, utility, glass block ventilator, and intermediate projected; and four Ualeco curtain wall series. Specifications and installation instructions included. Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.

**102-I. DECORATIVE DOOR LIGHTS.** Catalog describes and gives specifications for Royalite packaged, glazed flush door inserts, decorative mouldings and lights, Royallouvers, and oak thresholds. Southern Door Lite Co., Dept. SBS, 46 Westland Boulevard, Atlanta 10, Ga.

**103-I. POLYETHYLENE SHEETING.** Catalogs, prices, and samples of pure polyethylene sheeting in three thicknesses, widths from 3' to 40', are available from Warp Bros., Dept. SBS, Chicago 51, Ill.

**201-H. INTERIOR WOOD PANELING.** Three illustrated folders show Weyerhaeuser's 4-square Loc-Wall paneling in formal and traditional styling, Nu-Wall in traditional and contemporary, and Western wood panelings in several patterns and finishes. Weyerhaeuser Sales Co., Dept. SBS, First National Bank Building, Saint Paul 1, Minn.

**202-H. GAS AND ELECTRIC RANGES.** Catalog illustrates and describes the complete Vernon line of gas and electric ranges, ovens, burner units, gas hot plates, rotisserie and blower. Special features, choice of colors, and dimensions are given for each. Illustrations of the plant and personnel are also included. The Mt. Vernon Furnace & Manufacturing Co., Inc., Dept. SBS, Mt. Vernon, Ill.

**204-F. REDWOOD IN THE HOME.** "Promote Redwood For True Beauty in the Home" by John Reno gives helpful pointers on moisture content, colors, grains, nailing, placement and finishes for redwood paneling and siding. The Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

**204-H. CLOSET DOORS.** "Space and Cost Savings" is a folder illustrating and describing Berry Float-Away closet doors. The doors reportedly save \$50 per house on construction costs. Berry Float-Away Closet Doors, Dept. SBS, 1091 Zonolite Road, N.E., Atlanta 6, Ga.

**101-H. ALUMINUM NAILS.** Brochure shows and describes the complete line of Phifer aluminum nails for all building purposes. It explains tempering and etching of aluminum alloy nails. Price list gives dealer costs of "job size" boxes and 50-lb. cartons. Phifer Wire Products, Dept. SBS, Box 12, Tuscaloosa, Ala.

**102-J. METAL BUILDING PRODUCTS.** Catalog 57 gives specifications and shows and describes uses of Vestal fireplace circulators, dampers, accessories, steel lintels, bridging, wall ties, mortar boxes, garbage receivers, access doors, and other products for business and industry. Vestal Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

**1-K. METAL LATH, ACCESSORIES.** Colorful catalog shows and describes types of metal lath, accessories, and partition systems of the Alabama Metal Lath Co., Dept. SBS, P. O. Box 992, Birmingham, Ala.

**2-K. WINDOW, DOOR PRODUCTS.** Vulco aluminum screens and jalousies, Caseking screens, Superior and Ideal storm sash, Durabilt screen doors and combination storm doors, hardware and tools are described in the "Versatile Vulco" catalog. Vulcan Metal Products, Inc., Dept. SBS, 2801 Sixth Avenue South, Birmingham, Ala.

**105-L. MODERN WOOD PANELING.** Colorful literature describes

Long-Bell's Flakewood paneling for contemporary interiors, and mahogany finish Ven-O-Wood for economical use in homes, offices and stores. Specifications included. International Paper Co., Long-Bell Division, Dept. SBS, 928 Grand Avenue, Kansas City, Mo.

**203-A. PLASTER REINFORCEMENT.** A 20-page research booklet reports "The Crack Resistant Properties of Gypsum Lath and Plaster Angles Formed by the Intersection of Walls and Walls with Ceilings Reinforced with Various Types of Metal Reinforcement." It shows the superior performance of Keycorner wire mesh. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

**205-A. FACT FILING FOLDERS.** Reynolds Aluminum offers dealers a set of 19 Fact Folders for a handy reference library on such products as aluminum roofing and siding, asphalt roofing and accessories, farm gates, insulation, nails, etc. New literature sent to dealers using folders. Reynolds Aluminum Supply Co., Dept. SBS, P. O. Box 1367, Atlanta 1, Ga.

**208-A. WESTERN PINE — SOURCES AND USES.** WPA's 1958 membership directory lists 440 member mills by states, species, and products available. Six color folders show Western Pine finishing recipes and reproduced samples. Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore.

**209-A. PLASTIC-FINISHED PANELS.** Full-color catalog covers Marlite's line of plastic-finished hardboard wall and ceiling panels. It shows a full variety of colors and patterns — Hi-Gloss, Marble Panel, Woodpanel, plank, block, and Korelock, Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

**212-A. WOOD WINDOW WALLS.** Catalog No. 581 and dealer merchandising kit cover use of Andersen wood window units for residences, institutional buildings, and light commercial structures. Brands and types include Flexivents, Beauty-Line, basement, gliding, casement, and double-hung Pressure Seal units. Andersen Corp., Dept. SBS, Bayport, Minn.

**213-A. WROUGHT IRON RAILINGS AND COLUMNS.** New catalog page shows four column designs available with Versa wrought iron railing for Do-It-Yourself trade. It explains the ease of becoming wrought iron dealer. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

**24-B. ASPHALT ROOFING MATERIALS.** Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

**33-B. MASONRY WALL REINFORCEMENT.** Bulletin gives specifications and shows Dur-O-wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. Dur-O-wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

**106-B. FIR PLYWOOD FACTS.** Available to dealers and their employees is a 48-page pocket-size fir plywood guide which includes basic grade-use data, advantages, and much "know-how." Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash.

**110-B. PLASTIC WATER PUTTY.** Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 804-0, Des Moines, Iowa.

(Continued on Reply Card Page 65)

On this and subsequent pages of S-B-S, you are offered an excellent selection of literature on new Building Materials and Products. For free copies of this helpful literature, just fill in and return the handy postage-paid reply card on page 65.

For more information

## More Free Booklets

(Use reply card on page 65)

**104-1. PREFINISHED PANELING.** Full-color 24-page booklet shows line of prefinished Weldwood paneling, its installation in interiors, plus complete details for installing in new or old construction, over furring, plaster, and masonry. United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

**105-1. ALUMINUM RAIL.** Literature describes and illustrates Adjusto-Ease decorative iron and Homecraft aluminum rail for level or stair installations. Elite Fabricators, Dept. SBS, Bel Air, Md.

**106-1. GALVANIZED AND ALUMINUM VENTILATORS.** Two-color folder illustrates, describes, and gives specifications for peak type louvers, gravel guards, rectangular louvers, recessed type louvers, foundation and eave vent, and roof vents. Louv'r-Pak, Inc., Dept. SBS, 3629 E. First Street, Fort Worth, Texas.

**107-1. HOME BUYER'S GUIDE.** Booklet gives helpful information on house-buying, including such considerations as neighborhood, lot, roofing, insulation, kitchen, hot water, bathroom, plumbing, electrical system, basement, attic, heating, cooling, and financing. Southern Pine Assn., Dept. SBS, P. O. Box 1170, New Orleans 4, La.

**108-1. CERAMIC GLAZED TILES.** Illustrated folder gives Do-It-Yourself installing instructions for ceramic glazed Moostiles. Simple instructions explain installation in seven steps. Samples of nine Moostile colors are included. David L. Moos & Co., Inc., Dept. SBS, 1270 Sixth Avenue, New York 20, N. Y.

## Adams Engineering Names Product and Plant Engineers

D. J. Goodreau and William Cord have been appointed plant engineer and product design engineer, respectively, for the Adams Engineering Co., Inc., Miami, Fla., manufacturers of ABC aluminum building products.

Goodreau, who joined Adams in 1956, holds diplomas in mechanical, steam power, and electrical engineering. He attended New Bedford and New England Technical Institutes.

Cord holds a degree in mechanical engineering from Berlin Technical University, Germany. Before joining Adams he was an engineering draftsman with Pan American Metal Products and a design and development engineer with the Ludman Corp., both of Miami.

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## Folder Incorporates Lu-Re-Co and FHA Facts

Details on the licensing agreement for manufacturer-dealers of the Lu-Re-Co system of home-building and the new Federal Housing Administration Engineering Bulletin are incorporated in an informational folder just released by the Lumber Dealers Research Council.

Copies of the folder have been mailed to over 1300 current Lu-Re-Co members and to 13,000 "prospective members," according to Council President Clarence A. Thompson of Champaign, Ill. The folder, which also is being sent to all regional F.H.A. offices, incorporates important decisions reached at the May meeting of the Lumber Dealers Research Council directorate in Washington, D. C.

The Lu-Re-Co system of manufacturing modular building components has been gaining new members steadily among retail lumber dealers throughout the country. The new agreement licenses lumber dealers for the manufacture and sale of Lu-Re-Co components (exterior wall panels, interior partitions, and roof trusses), in categories of manufacturer-distributor, manufacturer-dealer, and dealer.

The F.H.A. Engineering Bulletin details firm standards of quality in determining the acceptability for mortgage insurance of houses constructed in accordance with the Lu-Re-Co system.

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(Continued from **BOOKLETS FREE** page)

**201-G. RECESSED OVEN AND RANGE UNITS.** A full-color brochure gives information and specifications of Modern Maid Built-in ovens and top units. It includes distributor propositions to dealers of sales display space and salesman to call on builder trade. Tennessee Stove Works, Dept. SBS, Chattanooga 1, Tenn.

**202-G. HOUSE SIDING FINISHES.** "Natural Finishes For House Siding" by John Reno gives pertinent data on the kinds, applications, and cost of natural finishes for redwood, cedar, and cypress. The Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

**203-G. STEEL ATTIC STAIRS.** Descriptive literature gives illustrations and specifications for the low-cost TFC Metal-Fold disappearing stairway. Price lists are supplied on request. Tennessee Fabricating Co., Dept. SBS, 1490 Grimes, Memphis 6, Tenn.

**204-G. HOUSE PAINTS.** Four colorful folders describe qualities, purpose, colors, and applications for Davis Alkyd Flat enamel, house paints, Vinyl Latex Primer, and clear finishes. The H. B. Davis Co., Dept. SBS, Baltimore 30, Md., and Savannah, Ga.

**1-G. ALUMINUM SCREEN.** Burns aluminum tension screens, full-frame screens, and screen cloth are described in an envelope-size folder. Catalog sheet lists advantages of the aluminum frame unit. Dodge Wire Corporation, Dept. SBS, 249 Spring Street, S. W., Atlanta, Ga.

**101-G. HARDWOOD FLOORING.** "The Hardwood Flooring Handbook," a manual for retail lumber dealer salesmen, and "How to Install Hardwood Strip Floors Over Concrete Slabs" contain essential information on hardwood flooring. The Atlanta Oak Flooring Co., Dept. SBS, 920 Glenwood Avenue, S. E., Atlanta, Ga.

**201-F. DOOR LIGHTS.** Catalogs and price lists are available for the Maywood line of decorative door lights, storm and screen door lights, louvers, panel units, moulding units, ornaments, and hardware accessories. Installation instructions are included. Maywood, Inc., Dept. SBS, P. O. Box 706, Amarillo, Tex.

**202-F. CONCRETE BATCHING AND CEMENT HANDLING.** C. S. Johnson offers folders which describe, list specifications, and illustrate the Johnson Tumbleweed portable batcher, and the Roustabout, Econoplant, and Jumbo transit-mix plants. The C. S. Johnson Co., Dept. SBS, Champaign, Ill.

**203-F. WOOD WINDOW UNITS.** Four two-color folders illustrate and describe M. W. Distributors' Bowindows, Air-Lite, Lif-T-Vue, and triple-gliding R-O-W wood window units. M. W. Distributors, Dept. SBS, Rocky Mount, Va.

**101-E. METAL WEATHERSTRIPS.** Southern Metal thresholds and weatherstrips are illustrated and described in catalog No. 57A. This four-page brochure covers available sizes and contains price and order information. Southern Metal Products Corp., Dept. SBS, 921 Rayner Street, Memphis 14, Tenn.

**102-E. PRESSURE-TREATED LUMBER.** "Safeguard Building Dollars With Wolmanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

**105-E. ALUMINUM JALOUSIES.** Conventional and unusual uses for Truscon jalousies are illustrated in a colorful 16-page folder. Detail drawings show how installations are made in wood frame, brick veneer, solid masonry, and concrete block. Truscon Steel Div., Republic Steel, Dept. SBS, 1050 Albert Street, Youngstown 1, Ohio.

**201-E. CERAMIC TILE.** Miceramic Tile offers a color brochure on its full line of floor and wall tile designs and colors. Also available are booklets on tile estimating and installation. The Miceramic Co., Dept. SBS, P. O. Box 3647, East Atlanta Station, Atlanta, Ga.

**202-E. HARDBOARD PANELS.** A 24-page catalog entitled "Guide for Builders" describes and illustrates exterior and interior uses of Masonite hardboard panels. Physical properties of the panels, proper methods of working with them, and recommended application procedures also are covered. The Masonite Corp., Dept. SBS, Suite 2037, 111 W. Washington Street, Chicago 2, Ill.

**203-E. PRE-FINISHED PANELING.** Full-color catalog, sum-

ples, and price lists provide complete information on Ameriwood prefinished pine paneling, which comes in a choice of five colors. Southwood Corp., Dept. SBS, P. O. Box 7385, Fort Worth, Tex.

**4-D. ASBESTOS-CEMENT PRODUCTS.** Several brochures and folders show Century No. 5 roofing shingles, Apco all-purpose board, Linabestos and Sheetflexion wallboards for interior and exterior use, and lightweight corrugated asbestos sheet. Kansley and Mattison Co., Dept. SBS, Ambler, Pa.

**101-D. WEATHERSTRIP SASH BALANCE.** "Today—Quality Sells the Home Buyer" is an eight-page folder showing uses of Zegers Dura-seal metal weatherstrip and sash balance in double-hung wood windows. Another booklet gives Dura-seal's advantages to homebuyers. Zegers, Inc., Dept. SBS, 3090 South Chicago Avenue, Chicago 1, Ill.

**102-D. ALUMINUM SLIDING GLASS DOORS.** "The Decorator's Touch" is a four-page folder which gives specifications and installation drawings for "Tropicana" aluminum sliding glass doors. Daryl Products Corp., Dept. SBS, 7240 N. E. 4th Avenue, Miami, Fla.

**104-D. INSULATING ROOF DECK.** A 20-page brochure, "New Dimensions in Ceiling Design," shows and describes roof deck designs, coat comparisons, beam sizes, construction detail, and application tips. Insulite Division of Minnesota and Ontario Paper Co., Dept. SBS, 500 Baker Building, Minneapolis 2, Minn.

**105-D. FARM STEEL PRODUCTS.** "Farmers and Ranchers Handbook" supplies 76 pages of data on specifications and plans for the use of steel materials for fencing and roofing on farms. It also includes meat-cut charts, household hints, teen-age tips. Tennessee Coal & Iron Division of U. S. Steel Corp., Dept. SBS, Fairfield, Ala.

**106-D. WOOD AND METAL SCREWS.** Southern Screw Co., Dept. SBS, Statesville, N. C., offers a useful folder of "Instructions for Selecting and Using Wood Screws and Sheet Metal Screws."

**108-D. STEEL FRAME BUILDINGS.** Eight-page brochure shows standard sizes, details, accessories, and varied uses of Dixiesteel rigid-frame buildings. It also presents all-steel triangular or bow-string truss roof systems. Atlantic Steel Co., Dept. SBS, Warehouse Division, P. O. Box 1714, Atlanta 1, Ga.

**202-D. VITRIFIED CLAY PRODUCTS.** Brochure describes Dickey's new PVC coupling. Booklets are also available on

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Dickey Perma-Lime pipe and fittings, drain tile, wall coping, flue lining. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.

203-D. **WOOD WINDOW UNITS.** Three folders describe, list full specifications, and illustrate Dierks Snap-Tite removable window units, stack awning, and Light-Lift, double-hung window units. Dierks Forests, Inc., Dept. SBS, 810 Whittington Avenue, Hot Springs, Ark.

204-D. **NEWSPAPER ADVERTISING.** A 16-page brochure, "How to Prepare Newspaper Advertising That Sells," explains the fundamentals of newspaper advertising. How to use product mats and suggestions for copy themes and displays are included. Zonolite Co., Dept. SBS, 135 LaSalle Street, Chicago 3, Ill.

205-D. **ALUMINUM WINDOWS.** AIA file No. 16-L gives installation details and specifications for the complete line of Watson Weatherite Rugged aluminum windows: horizontal, slide, double-hung, single-hung, and insulating aluminum. W. M. Products Co., Dept. SBS, 5425 Blossom Street, Houston 7, Tex.

206-D. **STAPLING PRODUCTS.** Arrow's catalog No. 13 introduces new stapling machines, gun tackers, pliers and staples. Display details and price list are included. Arrow Fastener Co., Inc., Dept. SBS, One Junius Street, Brooklyn 12, N. Y.

207-D. **BONDED ASPHALT ROOFING.** New literature covers Fry Bonded asphalt roofings for all types of buildings. Fry Bonded products include shingles, roll roofing, and felts. Lloyd A. Fry Roofing Co., General Sales, Dept. SBS, 5818 Archer Road, Summit (Argo P. O.), Ill.

209-D. **ALUMINUM SIDING.** A four-color folder covers Tripl-Tite painted aluminum siding. It includes sales pointers on this building material in question-answer form, and shows new and remodeled homes sided with Tripl-Tite aluminum. National Metal Products Co., Dept. SBS, 2 Gateway Center, Pittsburgh 22, Pa.

210-D. **INTERLOCKING ASPHALT SHINGLES.** A color folder describes and illustrates Ruberoid's asphalt Lok-Tab shingles. Four color blends are featured. The Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

212-D. **WESTERN LUMBER SOURCES.** A 40-page booklet gives mill personnel, capacity, and facility information on mills producing Douglas Fir, West Coast hemlock, Western red cedar, and Sitka spruce lumber. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Ore.

213-D. **STOCK WOODWORK.** A 40-page catalog gives specifications, construction, and application details for Cartis wood window styles and types. Cartis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

214-D. **CEILING TILE.** A 16-page booklet features Celotex's Hush-Tone and Designer ceiling tile in three "idea" rooms. It also covers other Celotex residential materials. The Celotex Corp., Dept. SBS, 120 S. LaSalle Street, Chicago 3, Ill.

215-D. **REMOVABLE HORIZONTAL WINDOWS.** A four-page folder describes the Rimco Slide removable horizontal-sliding wood window unit. It emphasizes its styling, economy, weather-tightness, and easy maintenance. Rock Island Millwork Co., Factory Dept. SBS, Rock Island, Ill.

217-D. **CARPORT.** Folder shows sizes and uses of all-purpose SeaView shelter, from attached carport to free-standing patio. Built of aluminum with steel supports. Other literature is available on Flair window awnings and patio covers. SeaView Industries, Dept. SBS, 4030 N. W. 29th Street, Miami, Fla.

218-D. **CEDAR-SHAKE PACKAGE.** Literature describes a handy consumer package of Shakerstown Glumas shales, matching-color nails, and "Jiffy Corners." It shows how corners make a tight fit on outside walls. Shakerstown Corp., Dept. SBS, 20310 Kinsman Road, Cleveland 22, Ohio.

101-C. **PLYWOOD PRODUCTS.** The Weldwood catalog (AIA File No. 19-F) contains descriptions, recommended uses, sizes, and approximate prices for every product in the Weldwood plywood line. All species and patterns shown in full color. United States Plywood Corp., Dept. SBS, 55 West 44th Street, N. Y. 36, N. Y.

102-C. **FIBER ROOF COATING.** "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

106-C. **WINDOW SASH BALANCES.** The new one-piece Spiraflex weatherstrip-sash balance is described in a catalog sheet. The new sash unit does not need individual parting head and assures plumb installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

109-C. **WOOD SHUTTERS AND DOORS.** The uses and benefits of the new Wing-Line Shuttermold doors are covered in catalog insert. Catalog No. 1056 shows details and gives sizes and benefits of Fit 'n' Finish shutters with movable louvers. Sam A. Wing Co., Inc., Dept. SBS, 5035 Willits Avenue, Dallas 6, Tex.

201-C. **WOOD PANELING.** Full-color brochures and a folder illustrate and describe plywood, Ripplewood, and California redwood wall paneling. Georgia-Pacific Corp., Dept. SBS, Equitable Building, Portland 4, Ore.

202-C. **SLIDING-DOOR HARDWARE.** Two folders describe and illustrate the Har-Vey Handi-Frame pocket door frame and the Har-Vey "B" Line Slide-A-Fold hardware. Folders include installation instructions. American Screen Products Co., Dept. SBS, 61 East North Avenue, Northlake, Ill.

203-C. **STOCK MILLWORK.** The "Ideal Millwork" catalog contains pictures, sizes, and specifications of Ideal All-Wether double-hung window units, stack window units, panel doors, Glide-and-Fold closet door units, sliding door units, screen doors, louver doors, window screens, kitchen cabinets. Ideal Co., Dept. SBS, Box 889, Waco, Tex.

204-C. **ALUMINUM WINDOWS.** Century pamphlet gives complete specifications and shows installation details of single-hung, double-hung, picture, Wall-Lite, horizontal rolling, and horizontal sliding aluminum windows. Century Aluminum Corp., Dept. SBS, Scottsburg, Ind.

205-C. **KILN-DRIED LUMBER.** Weyerhaeuser folder explains the advantages of their 4-square kiln-dried lumber in basic wood construction. Weyerhaeuser Sales Co., Dept. SBS, First National Bank Building, Saint Paul 1, Minn.

206-C. **ALUMINUM SCREENS.** Catalog sheets and price lists on the full line of aluminum screens are available from Homecraft Corp., Dept. SBS, Lithonia, Ga.

207-C. **TRUSS LOCK PLATES.** Illustrated folder details the layout, operation, and advantages of Templin truss lock plates and trusses. Templin Associates, Inc., Dept. SBS, Building 6, Airbase, Vero Beach, Fla.

208-C. **ALUMINUM DOORS AND WINDOWS.** A catalog covers three lines of Nudor aluminum sliding glass doors and a folder on their horizontal sliding window. The catalog includes detail drawings, specifications, and installation instructions. Nudor Manufacturing Corp., Dept. SBS, 7326 Fulton Avenue, North Hollywood, Calif.

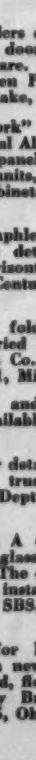
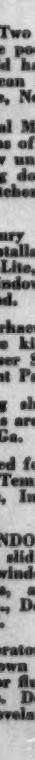
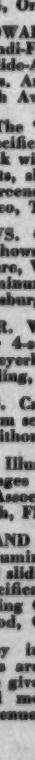
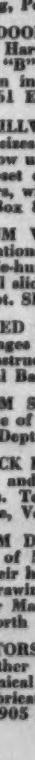
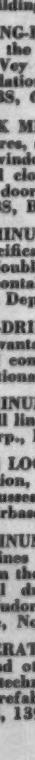
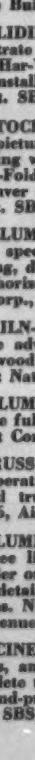
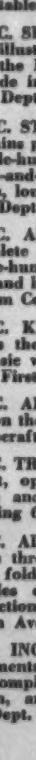
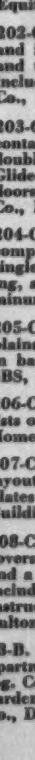
13-B. **INCINERATORS.** Donley incinerators for homes, apartments, and other buildings are shown in a new catalog. Complete technical data are given for fuel-fed, floor-fed garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13905 Miles Avenue, Cleveland 5, Ohio.

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Quality Products of

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MILLWORK COMPANY

Rock Island, Illinois

SOUTHERN BUILDING SUPPLIES for SEPTEMBER, 1958 For more details on above items, use Coupon on Page 65

# PRODUCT PARADE

## WEATHERTIGHT DOOR-STOP

Introduction of the Door-Seal weathertight door-stop to the ABC building products line has been announced by Adams Engineering Co., Inc., Dept. SBS, P. O. Box 875, Ojus, Fla.



Made of heavy-gauge aluminum, the ABC Door-Seal has a weathertight double lip vinyl insert. It is manufactured for both left and right and in-swinging and out-swinging doors.

The door-stop, installed around the perimeter of a door jamb, reportedly provides a snug, positive contact, ending infiltration of drafts and dust. It is furnished for the standard 3' x 7' door, and may be cut down to fit any smaller size. It is also available for doors over 36" wide and 84" high.

Write P349 on reply card, page 65.

## ALUMINUM CARPORT

A newly-designed aluminum carport, packaged for the Do-It-Yourself market, has been introduced by the Hunter Douglas Aluminum Corp., Dept. SBS, 405 Lexington Avenue, New York 17, N. Y.

Called the Universe Carport, the 10' x 20' shelter is suited also as a patio cover, boat port, and utility canopy for a variety of purposes. It comes with supports for a free-standing installation, or it can be attached easily to an existing structure.

The 6"-wide interlocking aluminum panels slide together to form



a weathertight roof. Panels are made of a Hunter Douglas alloy finished with two coats of baked enamel. The finish is said not to blister, corrode, chalk, or change color. Under-structure is galvanized and bonderized steel painted for maximum resistance to rust and corrosion.

The Universe Carport is finished in white enamel, with emerald green trim around the perimeter of the roof.

Write P350 on reply card, page 65.

## ALUMINUM RAIL

The Homecraft line of Do-It-Yourself aluminum rail is introduced by Elite Fabricators, Dept. SBS, Bel Air, Md.

Available in 3', 4', and 5' lengths, the rail comes completely disassembled and boxed as a complete rail.



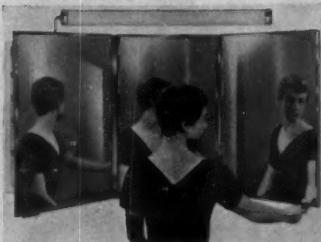
"Wonderwire" and pickets make assembling and installation easy for the home-owner with no mechanical ability. Easy-to-follow directions are packed with each rail.

Write P351 on reply card, page 65.

## TRIPLE MEDICINE CABINET

Extra storage space in the bathroom is provided with the twin or triple medicine cabinet ensembles offered by the F. H. Lawson Co., Dept. SBS, Evans & Whateley Streets, Cincinnati 4, Ohio.

The Lawson stock model cabinets come in a choice of 13 twin and 13 triple ensembles. Stainless steel joiner strips connect the cabinets and



provide a continuous and wide expanse of mirror space. Independently-mounted overhead fluorescent lights are available in three lengths to accommodate any ensembles selected. Storage space ranges from 2064 to 5757 cubic inches.

Write P352 on reply card, page 65.

## THREADED NAILS

Threaded nails for greater holding power and strengthened construction are offered by the Independent Nail & Packing Co., Dept. SBS, Bridgewater, Mass.

The scientifically engineered threads "lock" with the wood fibres. The nails are said to stay tight, and increase in holding power, after driving, as the wood seasons. The line includes Stronghold annular thread nails, Stronghold screw thread nails, and Screw-Tite spiral thread nails.

Write P353 on reply card, page 65.

## COLLAPSIBLE SAW HORSE

Collapsible saw horse legs that fold up for compact, space-saving storage are offered by Fold-O-Products, Dept. SBS, 5846 Haverford Avenue, Indianapolis, Ind.

Any length 2x4 or 2x6 may be used in slotted leg tops as crosspiece. Handle nuts at top attach legs firmly to the crosspiece. The Fold-O-Saw Horse comes in steel or aluminum.

Write P354 on reply card, page 65.





No. 1104 Illustrated

## a new line for aluminum and combination doors

New tulip knob design in choice of key-in-knob or slide lock styles. Pressure cast aluminum knob and lever handle. Extra strong, solid steel spindle; stainless steel escutcheon, bolt and strike with weather-protecting, baked-on aluminum or brass pigmented enamel finish. Tie bolt construction. Light bolt action for easy closing with door closer. For outswinging doors. Has 1" wide escutcheon for narrow stiles. Fast, easy installation — no edge hole required; only three small cross holes. Adjustable surface mounted strike. Write for new brochure.

### **DEXTER LOCK DIVISION**

Dexter Industries, Inc., Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd., Galt, Ontario.

In Mexico: Dexter Locks, Plata Elegante, S. A. de C.V., Mexico City

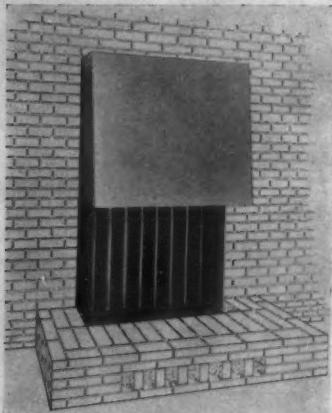
WORLD'S LARGEST MANUFACTURER OF LOCKS FOR SCREEN AND COMBINATION DOORS

Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal.

**DEXTER**  
**LOCK**  
**COMPANY**

## HOODED FIREPLACE

A hooded designed fireplace called the Heatform Model MH is introduced by the Superior Fireplace Co., Dept. SBS, 4325 Artesia Avenue, Fullerton, Calif.



The Heatform provides view of the fire from the front and two sides. It has an air heating chamber below the firebox, connected by a rear vertical heating chamber leading to the upper heating chamber between the dome and hood. The two heating

chambers are connected through the throat by round super-heating air flues, sufficiently spaced to allow free smoke passage between them into the chimney above.

The firebox is recessed 3" to keep ashes off the hearth.

Vertical reinforcing stiffeners spaced about 4" apart in the lower heating chamber prevent hearth from sagging. The 3/16" boiler plate metal of the entire firebox is ribbed construction to add greater strength and prevent warpage.

Write P355 on reply card, page 65.

## HOLLOW METAL DOORS

Milcor hollow metal doors, available in three styles, are introduced by Inland Steel Products Co., Dept. SBS, P. O. Box 393, Milwaukee 1, Wis.

The doors are mortised at the factory for standard locksets and hinges. They are furnished unglazed with a bonderized, prime-coated finish. Frames and hardware are offered separately.

Heavy commercial doors feature rail sections of 16-gauge steel enclosing flush or panel center sections.

Commercial and light commercial doors are formed from three vertical

sections of 20-gauge steel. The commercial doors are 1 1/4" thick, and the light commercial are 1 1/8" thick.

Write P356 on reply card, page 65.

## HEAVY AWNING WINDOW

A heavier awning window, designed for maximum operation conditions in commercial and institutional construction, is offered by Ware Laboratories, Dept. SBS, P. O. Box 37, Miami, Fla.

Because of the weight and width of jamb members (2 1/4"), insulated panels with thicknesses up to 2" are said to install easily below or above the vented area of the unit. Units can arrive jobsite, with factory installed panels, when required. A wide selection of mullions is available to develop a grid system.

The vented areas can be manually operated by an integral handle which is a built-in member of the ventilator sill, or by a conventional heavy duty roto operator. Clerestory windows can be operated by mechanical or pole operation.

Units are factory-weatherstripped by a premium vinyl locked in an extruded channel. Snap-on glazing bead is optional.

Write P357 on reply card, page 65.



WHITEST BY ANY STANDARD

There are dozens of places around the town or farm home where Trinity White portland cement is much more effective. Recommend it for these uses and you will find your sales volume going up and up. Trinity White is much better in appearance than standard grey for walks, pools, drive-ways, etc. Your customer will find the added cost is unimportant in comparison with the appearance of the improvements he has built.

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As white as snow



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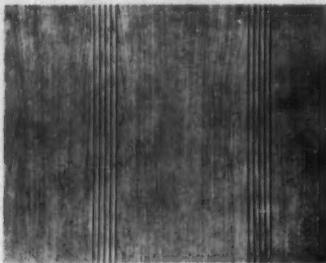
Whitest in the bag

Whitest in the mix

Whitest in the completed job

## PRE-DECORATED HARDBOARD

A new design in pre-decorated hardboard, with a finish that is said to resemble the graining of walnut planks, is available from the Armstrong Cork Co., Dept. SBS, Lancaster, Pa.



Called Walnut-Grained Temwood, the board is  $\frac{1}{4}$ " thick, in 4' x 6', 4' x 8', and 4' x 12' sizes. A series of five grooves 1-1/3" on centers across the 4' width of each panel provides an added decorative effect.

The panel may be cut and worked with ordinary carpenters' tools, in standard woodworking methods. It is suitable for installation with nails or adhesive.

Write P358 on reply card, page 65.

## JUTE PLUG ANCHOR

A jute plug has been added to the line of masonry anchoring devices of the Arro Expansion Bolt Co., Dept. SBS, Marion, Ohio.

Available in a wide range of sizes, the braided fiber anchor has a lead core. It is designed for easy insertion of wood, sheet metal, or lag screws which expand the fastener, and is most often used for light work or where a small diameter hole is required.

Write P359 on reply card, page 65.

## INSULATING SHEATHING

A new insulating sheathing board, with high structural strength and resistance to weather, has been introduced by the Certain-teed Products Corp., Dept. SBS, 120 Lancaster Avenue, Ardmore, Pa.

The board is penetrated with asphalt. This asphalt makes the board resist moisture penetration, and protects it from rot and decay.

Certain-teed sheathing board provides insulation. It is also said to retard the transmission of sound.

It comes in thicknesses of  $\frac{1}{8}$ " and  $\frac{25}{32}$ " and three board sizes. The 2' x 8' boards have tongue and groove "V" edges on the long side. The 4' x 8' and 4' x 9' boards all have square edges.

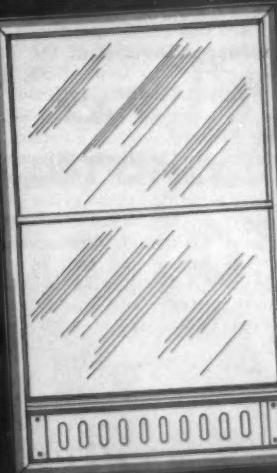
Write P360 on reply card, page 65.

**get set for record profits when winter comes with these**

**NEWLY  
ENGINEERED**

**Vulco**

**STORM WINDOW and STORM SASH ALUMINUM SHAPES**



### NEW Vulco STORM PANEL VENTILATOR

369 STORM PANEL VENTILATOR for use with WE-1 or WE-2 Extruded Glass Frames or 301, 302, 321 or 324 Rolled-Formed Glass Frames in all fixed panel storm sash.



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No. 301  
Glass Frame  
 $3/8"$  x  $15\frac{1}{16}$ "

No. 305  
Mullion  $1/4"$  x  $3\frac{3}{4}$ "  
for 301, 303 and 321

No. 303  
Jalousie Glass Frame  
 $3/8"$  x  $15\frac{1}{16}$ "

No. 321-323 Weather Stripped  
Glass Frame  
 $3/8"$  x  $15\frac{1}{16}$ "

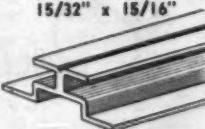
No. 321-322 Weather Stripped  
Jalousie Glass Frame  
 $3/8"$  x  $15\frac{1}{16}$ "



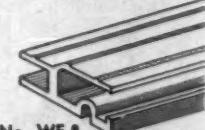
No. WE-1  
Drop-In Glaze  
Glass Frame  
 $15\frac{1}{32}$ " x  $15\frac{1}{16}$ "



No. WE-2  
Drop-In Glaze  
Jalousie Glass Frame  
 $15\frac{1}{32}$ " x  $15\frac{1}{16}$ "



No. WE-7  
Mullion  $3/8"$  x  $1"$   
for WE-1 and WE-2



No. WE-8  
Glass Frame for  
Picture Window  
 $1/2"$  x  $1\frac{1}{8}$ "

A Leader in the Industry since  
1945. Member Screen Manufacturers Association, National Combination Storm Window and Door Institute.

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2801 6th Avenue, South, Birmingham, Alabama  
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VULCAN Quality Products and VULCAN Service. No obligation.

CHECK ITEMS OF PARTICULAR INTEREST TO YOU

SCREENS     DOORS     WINDOWS     ENCLOSURES

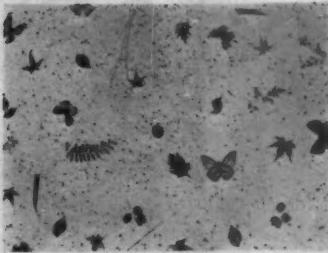
NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



## DECORATIVE PANELING



This Random pattern is another in the line of translucent fiber-glass reinforced panels offered by the Barcelite Corporation of America, Dept. SBS, Barclay Building, New York 51, N. Y.

Utilizing Japanese rice paper, the panel contains actual butterflies, leaves, and foliage. It is said to be shatterproof and lightweight, ideal for floor screens, room dividers, sliding doors, and cabinets.

It is available in several weights and textures.

**Write P361 on reply card, page 65.**

## AUTOMATIC LOADING RAMP

A mechanical loading dock ramp, completely automatic in operation, has been developed by the Rotary

Lift Co., Dept. F-SBS, 1054 Kansas, Memphis 2, Tenn.

The Rotary automatic dock ramp is operated by backing a truck into the rugged bumper assembly. As the backing truck actuates the mechanism, the platform slowly rises and then smoothly descends, resting on the truck bed. It permits clear passage from dock to truck for loads up to 20,000 lbs.

"Floating action" permits the platform to remain securely on the truck bed at all times, as truck heights change with load transfer.

**Write P362 on reply card, page 65.**

## UPRIGHT CELLAR DRAINER

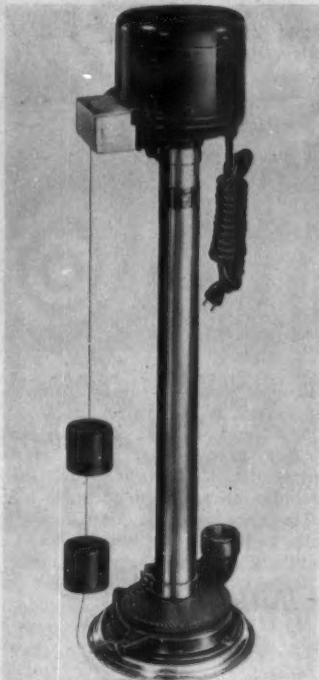
A new economy line of upright cellar drainers has been introduced by the Rapidayton Division of the Tait Manufacturing Co., Dept. SBS, 500 Webster Street, Dayton 1, Ohio.

All models have a Tait-made double pole switch, whose mechanical and electrical functions are completely separate. Twin solid-rubber adjustable weights on a nylon cord give positive, automatic operation of the switch through displacement action. The motor end bell is continuous with the motor case, giving maximum motor protection.

Drainers are equipped with a 56-

frame 1/3 hp 115-volt heavy-duty motor. Capacity at total discharge head of five feet is 3500 g.p.h.

**Write P363 on reply card, page 65.**



# One-Stop Service

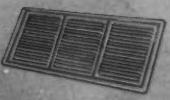
... for over 360 Metal Building Needs!

Get assured satisfaction, proved quality, unexcelled value with Vestal precision-engineered specialties in iron, steel, aluminum. Besides the items shown, the broad Vestal line includes underground garbage receivers, cistern rings and covers, grease basins, catch basin lids, sewerage and drainage castings, manhole frames and covers, metal bridging, joist hangers, and many others — and all competitively priced for outstanding Vestal value!

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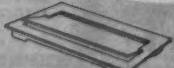
OUTDOOR FIREPLACE UNITS



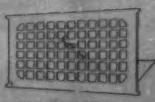
UNDER-EAVE VENTILATOR



CLEAN OUT DOORS



ASH DUMPS



VENTILATOR GRILLES



ACCESS DOOR



GALVANIZED STEEL WINDOW WELLS



CRAWL SPACE DOORS



STEEL MORTAR BOXES



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WALL TIES



ANCHOR BOLTS



CONCRETE BLOCK LINTELS



BELL TRAPS

**VESTAL**

*the name for Value*

VESTAL MANUFACTURING CO., P. O. Box 152, Sweetwater, Tenn.

## PAINT TINTING SYSTEM

A tinting system for use with Reardon powdered and liquid water base paints is introduced by the Reardon Co., Dept. SBS, 7501 Page Avenue, St. Louis 14, Mo. The system offers 40 "top fashion" colors.

It is claimed to be the first of its kind to use predispersed paste tinting colors in plastic tubes for both powdered and liquid products. The system utilizes only eight basic colors to produce a wide range of shades.

A special tint-tube dispenser display contains six tubes of each of the colors in one- and two-ounce sizes. The display takes up less than one foot of counter space. It holds a stock of 96 tubes.

Write P364 on reply card, page 65.



## CIRCULAR ALUMINUM VENT

This circular aluminum cornice vent is a recent addition to the LoManCo line of ventilating louvers offered by the Louver Manufacturing Co., Dept. SBS, 3601 Wooddale Avenue, Minneapolis 26, Minn.



Designed for fast, easy installation, the Model CR8 Cornice Vent is made from heavy gauge .025 aluminum, and comes complete with 8x8 mesh aluminum insect screens installed. It is 8" in diameter, and has an MVI free area rating of 12%.

Write P365 on reply card, page 65.

## DOUBLE EXPANSION SHIELD

A heavy-duty parallel expansion shield for anchoring to masonry is offered by the Diamond Expansion Bolt Co., Dept. SBS, Garwood, N. J.

The Double Keystone Shield provides a built-in nut-stop that prevents overtightening and nut pull-out. Once inserted, it becomes a permanent fixture that can be reused for anchoring other objects by removing the bolt.

Maximum holding power is assured through the anchor's parallel shield expansion from end to end, which accommodates variations in the insertion hole's diameter. It is available in sizes from  $\frac{3}{8}$ " to  $1\frac{1}{4}$ " bolt diameter.

Write P366 on reply card, page 65.

**This DIXISTEEL® Building  
COST ONLY \$3.32 A SQUARE FOOT**

Complete with air conditioning



\$1.46 a sq. ft. for this 25,200 sq. ft. warehouse, including all accessories



\$4.00 a sq. ft. for this 6,000 sq. ft. warehouse and air-conditioned office.



\$2.00 a sq. ft. for this 10,000 sq. ft. hanger, including expensive hanger doors at each end

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FREE ESTIMATES • NO OBLIGATION

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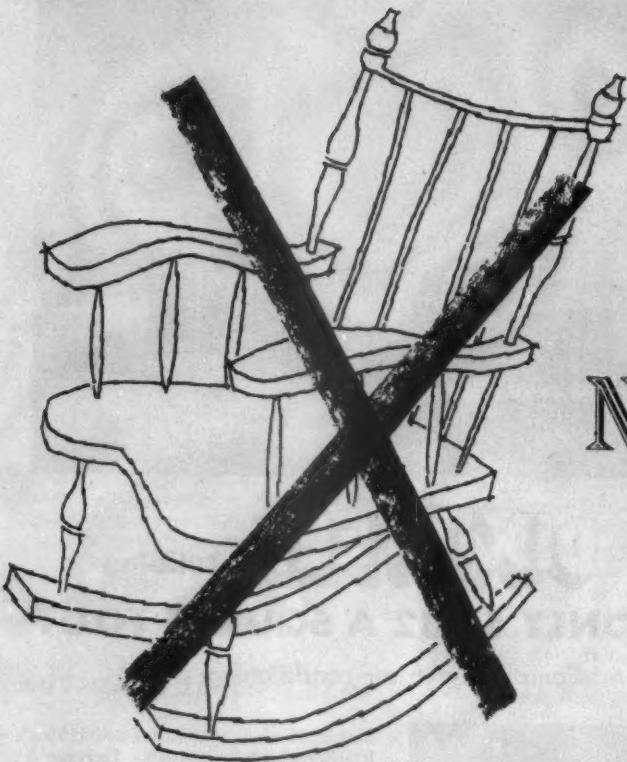
This 7,000 sq. ft. warehouse and 450 sq. ft. office of the Benton Bros. Drayage & Storage Co., Brunswick, Georgia, was completed in 40 days at a total cost of only \$3.32 a square foot. This included a reinforced concrete floor 42" above ground level; two 10' x 20' canopies; three overhead doors; all heating, wiring and plumbing, including three toilets and shower; insulated, air-conditioned office with brick side-walls; painting.

The Benton building is typical of the hundreds of DIXISTEEL Buildings erected throughout the South—some for as little as \$1.25 a square foot.

There is a DIXISTEEL Building to suit your needs—from the smallest, to large, clear-span multiple units covering any area desired.

Contact your nearest DIXISTEEL Building dealer or write for descriptive literature and details.

- Eight standard widths—  
30' 40' 50' 60' 70' 80' 90' 100'
- Lengths can be any multiple of standard 20' unit
- Sidewall heights 10' 12' 14' 20'
- Multiple units of virtually any width, height, length



you **WON'T**  
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**NRLDA** **BUILDING**  
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But you will find thousands of smart retail lumber dealers who, like yourself, are on their toes and going places! The building materials industry has long since come off its rocker and stepped double-time into the parade of progress. Today you are pacing one of the fastest-changing industries in America's dynamic economy—and the 1958 NRLDA Exposition is your key for keeping in step.

It's your national marketplace for industry knowledge—of products, grades, methods, applications, availability, cost, financing, management. Hear outstanding dealers and industry experts discuss—

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NEW PROFITS IN FARM BUSINESS  
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*Attend the only show in your industry featuring live-action demonstrations—New Developments in Materials Handling . . . New Markets for Component Construction . . .  
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STATE \_\_\_\_\_



# PRODUCT BRIEFS

**BUILT-IN DISPENSER** for paper toweling, wax paper, and aluminum foil is the Kitchen Kaddy, a compact storage space designed to fit between any studs on 16-inch centers. The Kitchen Kaddy is available in stainless steel, antique copper, wrought iron, black, white, turquoise, yellow, pink, coppertone, and chrome finishes. The Swanson Manufacturing Co., Dept. SBS, 607 S. Washington Street, Owosso, Mich.

Write P367 on reply card, page 65.

**POLYESTER PLASTIC PASTE** combines fiber-glass and resin for an industrial filler and repair material for all repairs on wood, metal, and concrete. Plastic Magic mends leaks in pipes of any size, repairs hot water tanks, sinks, seals around bathtubs, toilets and showers, fastens loose tiles, repairs flooring, and smooths out cracks or dents in floors and walls. It sets in four minutes. Unican Plastics Co., Inc., Dept. SBS, Shrewsbury, Mass.

Write P368 on reply card, page 65.

**AIR HAMMER** which "inhales" dust and chips provides a positive solution to dust problems in drilling concrete, brick, plaster, and other masonry. The Thor No. 15-DL dustless utility drill sucks in dust through hollow drilling steel, with dust moving out ports in the back head of the tool into special dust-extracting tanks. The hammer is offered with special hollow steels and bits from  $\frac{1}{8}$ " to  $1\frac{1}{2}$ ". Thor Power Tool Co., Dept. SBS, Prudential Plaza, Chicago 1, Ill.

Write P369 on reply card, page 65.

**WATER-BASE ADHESIVE** called CTA-50 combines water resistance, high bond strength, and ease of handling. The ceramic tile adhesive reportedly provides bond strength in excess of 400 pounds per set tile after soaking in water for seven days. Adhesives, Coatings and Sealers Division, Minnesota Mining and Manufacturing Co., Dept. SBS, 423 Piquette Avenue, Detroit 2, Mich.

Write P370 on reply card, page 65.

**WALL BRACKETS** are both decorative and functional. Eze-Hang shelf brackets are available in brass, chrome, or copper, or in standard painted finishes. Easily installed with wall studs, the brackets hold 4" or 8" shelves, spaced 10" apart. Eze-Hang Manufacturing Co., Dept. SBS, Port Washington, Wis.

Write P371 on reply card, page 65.

**COMBINATION SQUARE** can be used as a try square, mitre square depth or marking gauge, or as a level. The precision-cast Corsair CS-12 has a rustproof, plated blade 12" long and 1" wide. It is graduated

in 8ths and 16ths on one side, and 16ths and 32nds on the other side. Great Neck Saw Manufacturers, Inc., Dept. SBS, Mineola, N. Y.

Write P372 on reply card, page 65.

**PARTICLE BOARD** is recommended for use in furniture cores where crossbanding is required and for underlayment for linoleum and floor tile. Shurecore is produced in thick-

nesses of  $\frac{1}{4}$ " and  $\frac{1}{2}$ " in 4' x 8' panels. U. S. Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y. Write P373 on reply card, page 65.

**PLASTIC SEALING STRIP** for eliminating cracks and patches where the wall and bathtub meet is offered by Cass Products Co., Dept. SBS, 6127 N. Cicero Avenue, Chicago 46, Ill. SaniTub-Seal is a porcelain-white vinyl plastic strip, pre-shaped to form a right angle  $\frac{1}{4}$ " wide. It comes in a kit which contains 15 feet of the strip, cement, and instructions.

Write P374 on reply card, page 65.



## FOR DOUBLE HUNG SASH

Removable window operative hardware, combination balance and weatherstrip, "Invisible" balances, clockspring balances, locks, pulls, weatherstrip, sash anchors.



**FOR CASEMENT SASH**  
Hinges, gears and pushbar operators, locks, weatherstrip.

**FOR HORIZONTAL SLIDING SASH**: Sliders for removable sash, weatherstrip, locks and pulls.

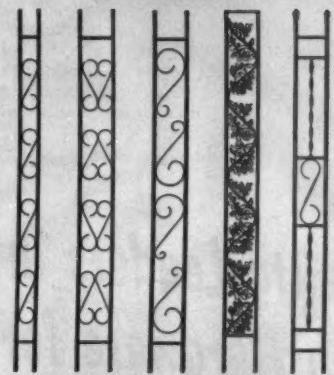
**FOR AWNING SASH**  
Hinges, gear and pushbar operators and locks.

## GRAND RAPIDS HARDWARE CO.

560 — 11th STREET

GRAND RAPIDS 2, MICH.

Your M-M\* prospects  
will really go for these  
**NEW** ornamental iron



## Versa Columns



... BECAUSE Versa Columns are heavy duty—they have an inbuilt longer life, more substantial appearance

... BECAUSE Versa Column installations are simple, quick, and of great structural capacity

... BECAUSE Versa quality is instantly obvious, and price-wise an exceptional value

... BECAUSE Versa Columns add true distinctiveness when used under porch roofs, carports, canopies, in rec rooms, or as room dividers.

\* MULTIPLE MARKET — includes "do-it-yourselfers", builders, contractors.

**Write Today For Information**

VERSA PRODUCTS COMPANY

Lodi 14, Ohio

Send details of Versa-Column program to:

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Jobber \_\_\_\_\_

\_\_\_\_\_

For more details on above items, use Coupon on Page 65

SOUTHERN BUILDING SUPPLIES for SEPTEMBER, 1958

**UNDERGROUND RECEIVER** for refuse has an aluminized steel top and rim and toe-step lid lifter. The rust-resistant underground receiver line comes in four models of 10-, 15-, 20-, and 25-gallon capacity. The outer shells are heavy gauge steel, rib-reinforced for added structural strength, and coated with black asphaltum paint. The inner removable cans are made of galvanized steel with bale handle. The Majestic Co., Inc., Dept. SBS, Huntington, Ind.

**Write P375 on reply card, page 65.**

**FIBER-GLASS RAILING** made of plastic with L.O.F. glass-fiber reinforcement is offered by Amercoat Corp., Dept. SBS, South Gate, Calif. The rigid tubing will not soften or sag when hot or become brittle when cold. It is elastic enough, however, to give under sharp impact and then spring back into place without being dented or buckled. The railing is available in sections 2" to 12" in diameter, and in lengths up to 20'.

**Write P376 on reply card, page 65.**

**TILE GROUT CEMENT** for use in dry-wall construction is offered by the Medusa Portland Cement Co., Dept. DW-SBS, P. O. Box 5668, Cleveland 1, Ohio. Medusa dry-wall grout cement is reported to assure freedom from shrinkage cracks and stains, and to have tremendous holding power.

**Write P377 on reply card, page 65.**

**BUILDER'S ADHESIVE** recommended for bonding wood, ceramic tile and ornamental material to concrete, brick, stone or plaster, is offered by Wilhold Products Co., Dept. SBS, 678 Clover Street, Los Angeles 31, Calif. Wilhold Builder's Adhesive is a nonshrinking mortar, consisting of a liquid binder and powdered hardener.

**Write P378 on reply card, page 65.**

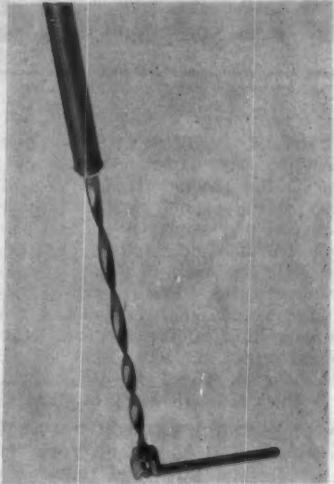
**GARAGE HARDWARE** for double-car openings features automatic swing-up operation, minimum head room and side room. It is designed for doors weighing 150 to 300 pounds. Stanley Hardware, division of the Stanley Works, Dept. SBS, 111 Elm Street, New Britain, Conn.

**Write P379 on reply card, page 65.**

**MASTIC DISPENSER** allows quick and easy application of Corrumastic to lapping plastic panels with no waste. The clear mastic seals plastic to plastic or plastic to other building materials. Corrulux Division of L-O-F Glass Fibers Co., Dept. SBS, P. O. Box 20026, Houston 25, Tex.

**Write P380 on reply card, page 65.**

**SASH BALANCE** features a graduated twist torque-rod and a new nylon drive-bearing. Offered by the Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y., the Spirex balance is actuated by a coil spring. It is



said to provide constant lifting power, quieter operation, and positive sash control.

**Write P381 on reply card, page 65.**

**ALUMINUM ROOFING NAIL** with a neoprene washer attached is offered by Kaiser Aluminum & Chemical Sales, Inc., Dept. SBS, 919 North Michigan Avenue, Chicago 11, Ill. The extra large  $\frac{1}{4}$ " nail head is embossed in a diamond pattern. The neoprene washer is tapered to fill and seal the nail hole tightly. The nails are available in one- and two-inch sizes, 525 to a box.

**Write P382 on reply card, page 65.**

**A BATH ACCESSORY**, Versa-Tile, is a counter or lavatory top material of color-matched vitreous china. Offered by the Universal-Rundle Corp., Dept. SBS, New Castle, Pa., Versa-Tile comes in 6"x18" segments or units. Installation costs are low because no sub-counter and fewer grouting lines are needed. Counter top sections slip into place and level fast.

**Write P383 on reply card, page 65.**

**SAFETY HEATER** is offered by the Champion Heater Co., Dept. SBS, 2028 Washington Avenue, St. Louis 3, Mo. Model 200 of the Champ-Heater 16 features a high-temperature safety control which automatically breaks circuit through the regular thermostat and shuts off the burner. The maximum temperature so attained is approximately 280°.

**Write P384 on reply card, page 65.**

**LATCH-STRIKE ADJUSTMENT** is provided by a new strike introduced by Russell & Erwin, Dept. SBS, New Britain, Conn. Adjusta-bolt is said to eliminate door rattles and non-latching bolt by providing correct clearance. An adjustable nylon set screw gives precise latchbolt clearance. Russell & Erwin now offers rare and exotic woods on the decorative Uniloc knobs.

**Write P385 on reply card, page 65.**

# MANUFACTURER NEWS

DODGE CITY, KANS.: Cuckler Manufacturing Co., Monticello, Ohio, announces appointment of Mayo T. Root, as district manager of the Kansas - Oklahoma - Colorado area. Root was previously associated with the Long-Bell Lumber Co. and the Celotex Corp.

NEW YORK, N. Y.: The Johns-Manville Corp. has announced formation of two new sales departments, to permit more specialized selling and to assure faster customer service. R. S. Hammond, a vice-president of the J-M Sales Corp., has been appointed general sales manager of the new industrial building products sales department. E. K. Clark, another vice-president, has been appointed general sales manager of the new dealer building products sales department.

PHILADELPHIA, PA.: Edward A. Toomey, assistant general service manager of Yale materials handling division, the Yale & Towne Manufacturing Co., has been named manager of the company's Forrest City, Ark., manufacturing plant. The 18-year veteran with Yale & Towne succeeds Ressler A. Dusseau, who has been named special assistant to Gilbert W. Chapman, Yale & Towne president. The Forrest City plant manufactures Yale hand lift trucks and hand hoists.

NEW HAVEN, CONN.: N. A. Clouet, treasurer of Sargent and Company, has announced his retirement. A member of the Sargent staff for almost 40 years, Clouet joined the company in 1920. He has been treasurer since 1951 and was elected a director early this year.

BALTIMORE, MD.: New sales representative for the Landers-Segal Color Co. is the Hayward Heubeck Co., here. Heubeck will handle sales of Sansco cement and mortar colors to manufacturers of concrete products and building material dealers in Maryland, Virginia, and Washington, D. C.

OZONE PARK, N. Y.: Adelphi Paint & Color Works, Inc., has appointed J. Hugh Orvin as trade sales representative in the Southern regional area. Bernard N. Cullen, Adelphi sales and marketing manager, announced that a multi-pronged promotional program will be initiated to assist dealers in that area.

CLEVELAND, OHIO: R. E. Fitzpatrick has been appointed district sales manager for the Fulton Sylphon Division, Robertshaw-Fulton Controls Co. The Cleveland sales

headquarters serves upper Ohio, northern West Virginia and western Pennsylvania. Fitzpatrick joined Fulton Sylphon in 1947.

OSHKOSH, WIS.: William W. Wittmack has been elected vice-president, director of sales for the Paine Lumber Co. Wittmack joined Paine in 1948.

FORT BRAGG, CALIF.: New addition to the eastern sales staff of the Union Lumber Co., producers of Noyo brand redwood, is James A. Ramsey. This graduate of Washington State College will serve Union's sales in the Park Ridge, Ill., and New York offices. He has had previous sales experience with the Weyerhaeuser Timber Co.

## "HUTTIG HAS IT" in 14 CITIES



### and AS NEAR AS YOUR PHONE

Your specifications are handled quickly from our convenient assembly plants - warehouses ... millwork to order or from stock ... complete stocks of quality building products! Our representatives are ready to help you with your customers' problems, if you wish! Why not call your Huttig man, now?

HELPING YOU  
BUILD THE  
SOUTH



### SASH & DOOR CO.

Since 1885 • St. Louis 10, Mo.

\* Birmingham Sash & Door Co.

\*\* Memphis Sash & Door Co. † American Sash & Door Co.

# "READY-MIX" BUSINESS PAYS OFF!



Actual photograph Ready Mix Installation at Huston Lumber Company — at Corey, Ohio

Your Winslow representative can call on you, at your convenience, and prove, with "details and facts," how you can set-up a profitable Winslow Ready-Mix plant at a reasonable overall investment.

Here are some typical dealer reports . . . "our Binanbatch investment paid for itself in approximately one year" . . . "big increase in tie-in sales since handling Ready-Mix in our yard" . . . "We get additional business in our area because we sell Ready-Mix."

Take advantage of the Binanbatch Ready-Mix profits . . . have our representative prove to you a minimum investment puts you in the Ready-Mix business!

*Send coupon for complete details.*

## Winslow Scale Co.

25th & Haythorne Terre Haute, Ind.

Please send us details on the Binanbatch for increasing over-all profits.

Name . . . . .

Address . . . . .

City . . . . . Zone . . . . .

State . . . . .

SAN ANTONIO, TEX.: Robert E. McCown has been appointed district sales representative in the northern California and Nevada area for **Azrock Products Division**. Uvalde Rock Asphalt Co. He will headquartered in San Francisco.

AMBLER, PA.: Joseph R. Rohrer has been named credit manager of **Kearsey & Mattison Co.**, manufacturer of asbestos-cement, magnesia and asphalt products. A graduate of the University of Cincinnati, Rohrer was associated previously with the Matheson Co. of East Rutherford, N. J., as credit manager.

PITTSBURGH, PA.: Robert A. Smith has been named manager, advertising and promotion, tar products division of the **Koppers Co. Inc.** He succeeds F. Paul Cooney who has resigned. With Koppers marketing department since 1956, Smith was named account supervisor of advertising and sales promotion for the tar products division early this year.

FLINT, MICH.: Robert Plazibat has joined the **Trane Co.** sales office as a sales engineer of residential and self-contained air conditioning equipment. He completed an orientation course in La Crosse prior to joining the Michigan office, where he will concentrate on dealer accounts.

ALBANY, GA.: Fred W. Lagerquist, recently retired merchandise manager of the roofing and allied products division of the **Celotex Corp.** is now a manufacturer's agent for building products in the Southeast. From headquarters in Albany, he will represent Powell Metal Lath Co., A. A. Wire Products, both of Chicago, W. R. Meadows of Elgin, Ill., and other allied product manufacturers.

NEW YORK, N. Y.: New Florida sales representative for **Buensod-Stacey, Inc.**, air conditioning contractor and manufacturer of dual-duct air mixing units for high velocity air conditioning systems, is H. L. McMurry & Co. The company has offices in Daytona, Jacksonville, Miami, and Orlando.

PITTSBURGH, PA.: **A. M. Byers Co.** has announced the appointment of Robert J. Heister as manager of the Pittsburgh division. Heister has served Byers since 1948 in the service engineering department. He is a mechanical engineering graduate of the University of Pittsburgh.

PINE BLUFF, ARK.: The **Arkansas Oak Flooring Co.** has been cited by the Fidelity and Casualty Insurance Co. for an outstanding safety record. The firm reduced its accident rate by 63 per cent over previous years. It also received a National Safety Council award earlier this year.

LOUISVILLE, KY.: **Dulaney Plywood Corp.** began operations here in July. President E. Dulaney said the facility would gradually increase its working force, presently 60 workers. The firm, quartered in a new 120' x 80' all-steel building, manufactures plywood doors.

FAIRFAX, S. C.: The Augusta Box and Crate Co., and Lamberth Lumber Sales are now owners of **Fairfax Lumber Co.**, formerly Georgia-Pacific Corp. J. Carleton Vaugh, Rucker K. Lamberth and Rucker K. Lamberth Jr. are owners of the company, which will process forest products in lumber, pallets, boxes, and crates.

DODSON, LA.: David Hunt, of **Hunt Lumber Co.**, Ruston, said that construction will begin on a \$250,000 sawmill two miles north of here. He said the new mill will employ about 150 men to produce hardwood and pine lumber.

CHICAGO, ILL.: David H. McClain has been appointed general manager of branch administration for the **Crane Co.** A veteran of 29 years with the company, McClain will be responsible for the function of Crane's 131 branches.

BRYAN, TEX.: Jerry H. Birdwell Jr. has been named department manager for the newly-formed commercial window department here of the **Albritton Engineering Corp.**, manufacturer of Alenco aluminum windows. Birdwell has worked for 15 years in the Houston area, selling building supplies and lumber. He attended the University of Houston business administration school.

ST. JOSEPH, MICH.: Herbert L. Gressens has been promoted to sales manager of the electric utility division of **Whirlpool Corp.** He succeeds C. Reg Armstrong, now general manager of the RCA Whirlpool Detroit sales division. Prior to joining Whirlpool in 1956, Gressens was general sales manager of Culligan, Inc., water conditioning equipment manufacturers of Northbrook, Ill.

TYRONE, PA.: A new million dollar plant designed to produce 25-million square feet of flakeboard annually went into production recently at the Tyrone, Pa., mill of the **West Virginia Pulp and Paper Co.** The new operation marks the entry of West Virginia, leading manufacturer of paper and paper products, into the building products field. The plant is operated under a newly-created building boards division, headed by Division Manager J. Lynne Ferner. John Holdsworth, formerly of Masonite Corp., has been named sales manager of the division, and John W. Churchill, formerly with the Timber Engineering Co., is superintendent of the flakeboard plant.

## STRICTLY WHOLESALE

AKRON, OHIO: New distributor in the Northeastern district for the Goodyear Tire & Rubber Co. vinyl and rubber flooring products is Sweeney-Edwards, Inc., Baltimore, Md. The company will provide flooring sales and service throughout Maryland and the metropolitan area of the District of Columbia.

CHICAGO, ILL.: New distributor for Asbestolux, fireproof insulating board of the North American Asbestos Corp., is the United States Plywood Corp. U. S. Plywood has established warehouse stocks for the material in 18 cities throughout the U. S.

DALLAS, TEX.: Emerson Radio of Texas, Inc., has been named distributor for the Mastic Tile Corp. of America in 70 north Texas counties. B. B. Boyd is general manager of the new floor covering department of Emerson.

WICHITA, KAN.: New wholesale distributor of Armstrong building products in the Wichita area is the Rounds and Porter Co.

LITTLE ROCK, ARK.: E. C. Shelby, owner of the Argenta Supply Co., has announced that he is strictly in the wholesale building supply business from now on. He has sold the furniture and appliance stock of Argenta to the Park Hill Furniture Co.

NEW ORLEANS, LA.: The Bernard Wholesale Distributing Co. Inc., 7833 Edinburgh St., has been issued charter of incorporation.

NEW YORK, N. Y.: New distributors for the Barclite Corp. of America are: Plastic Products Co., Birmingham, Ala.; Underwood Builders Supply Co., Mobile, Ala.; Huntsville Building Material Co., Huntsville, Ala.; Copeland Glass Co., Gadsden, Ala.; Globe Iron Construction Co., Inc., Norfolk, Va.; Service Glass Co., Inc., Huntington, W. Va.; and W. A. Wilson & Sons, Inc., Wheeling, W. Va. These companies will distribute the Barclite line of translucent fiber-glass reinforced products.

ROANOKE, VA.: Rusco Windows, distributor of storm windows and other home improvement products, announced promotion of Mrs. Dorothy Deyerle to a newly-created post of manager of public relations and sales training, and Charles E. Buck to dealer sales manager.

ASHEVILLE, N. C.: The Leemon Distributing Co. has been appointed to serve flooring dealers in the Asheville trading area with the complete line of Azrock Products

Division, Uvalde Rock Asphalt Co., of San Antonio, Tex.

EL SEGUNDO, CALIF.: New distributor for the fiberglass reinforced plastic panels of Filon Plastics Corp., is the Dealers Warehouse Corp., Knoxville, Tenn. New jobbers include Capitol Glass & Mirror, Inc., Dover, Del.; Taylor Sash & Door Co., Pensacola, Fla.; and General Plastics & Metals, Inc., Jacksonville, Fla.

CHATTANOOGA, TENN.: Trion, Inc., of McKees Rocks, Pa., manufacturers of electronic air cleaning

equipment, has announced appointment of the Lookout Supply Co. here as representative for its commercial and industrial units.

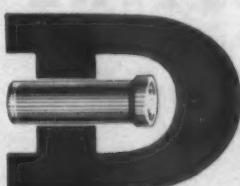
LORAIN, OHIO: New sales representatives for Kenco submersible and centrifugal pumps of the Kenco Pump Division of the American Crucible Products Co. are J. A. Kane Associates of Atlanta, Ga., and the Leonard D. Gray Co. of St. Louis, Mo. The Kane firm will direct Kenco pump sales in Florida, Georgia, Alabama, and Tennessee. The Gray company will direct Kenco sales in Nebraska, Kansas, and Iowa.

Another good reason why it pays to be a **Dickey Dealer**



**Over 2 million salesmen  
help you sell the Dickey Line...**

Every month—twelve months a year—Dickey ads appear in 60 trade magazines read by plumbers, contractors, home-owners, architects, engineers—everyone who buys or specifies pipe for sewer or drain construction. Over 2 million "salesmen" blanket the Dickey sales area each month, explaining to your customers the advantages of using Dickey Vitrified Clay Products. This advertising and publicity program offers the most extensively promoted clay pipe in your area. And, it's a program designed to help you get your share of the profits.



Providing improved sanitation for better living  
**DICKEY** sanitary  
salt-glazed  
clay pipe  
W. S. DICKEY CLAY MFG. CO.

Birmingham, Ala. Chattanooga, Tenn. Kansas City, Mo. Meridian, Miss.  
St. Louis, Mo. San Antonio, Tex. Texarkana, Tex.-Ark.

If it's made of clay it's good...if it's made by Dickey it's better

# SILENT SALESMEN

## WINDOW DISPLAY

A self-merchandising display for Watson windows contains an actual window sample which rotates at a fingertip for the viewer to examine all sides and features.



The display is available with a message sound repeater. The pre-recorded, 60-second sales story is

automatically spoken whenever anyone steps on the rubber floor mat in front of the unit.

Contact: W. M. Products Co., Dept. SBS, 5425 Blossom Street, Houston, Tex.

## ADVERTISING MANUAL

"Guideposts for Retail Advertising" is a 26-page, two-color manual underlining fundamental principles of retail advertising.

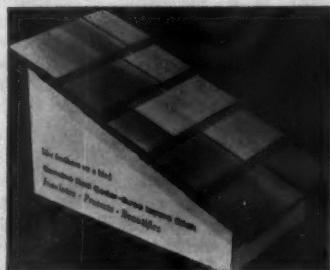
Quality, service, and low-price appeal are discussed and illustrated.

With sample advertisements and easy to follow advice and instructions, the retail dealer can learn how to be different by using white space effectively, testimonials, publicizing salesmen, "Home Improvement News" approach, promoting shopping ease, "how-to-do-it" ads, and multiple insertions in a single issue.

Contact: The Armstrong Bureau of Lumber Dealer Merchandising, Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

## SHINGLE DISPLAY

An attractive counter display shows a roof section of full-sized cedar shingles mounted on a hardboard base. Each side of the base carries a sales message pointing up the triple-thickness, economy, insulation, beauty and durability of cedar shingles.



The shingles are laid at standard weather exposure and their exposed edges graphically demonstrate the actual three-ply thickness of a cedar roof. The display is 2'x4'x3'.

Contact: The Red Cedar Shingle Bureau, Dept. SBS, 5510 White Building, Seattle 1, Wash.

## DEALER SIGN

An attention-holding "authorized dealer" sign is a recent sales aid which Alsynite is offering to its dealers through Alsynite distributors.

The 15'x30' metal sign, imprinted in red and black on a white background, features a typical Alsynite patio.

Contact: The Alsynite Company of America, Dept. SBS, 4654 De Soto Street, San Diego 9, Calif.

## STAPLE GUN DISPLAY

Brightly colored in yellow and green, the die-cut top of Arrow Fastener's JT-21 self display folds back to point up the sales message "Automatically Shoots a Staple Wherever You'd Hammer a Tack!" A cartoon illustration shows family members using the JT-21 for different purposes throughout the house.



The 6"x5½" display is compact enough to display on top of the cash register.

Contact: The Arrow Fastener Co., Inc., Dept. SBS, 1 Junius Street, Brooklyn 12, N. Y.

## DEALERS SELL

GALS.  
QTS.. PTS.  
HALF PTS.



FAMOUS BRAND

**TANDROTINE**  
PAINT THINNER

ECONOMICAL  
NON IRRITATING  
PLEASANT ODOR  
HIGH FLASH POINT  
LONG LEVELING (NO BRUSH MARKS)  
LONG WET EDGE (NO BRUSH MARKS)

Dealers realize greater profits through faster turnover and higher markup. Stock TANDROTINE — today!

# HELPFUL LITERATURE

## SCREEN DOORS AND WINDOWS.

An illustrated folder shows the line of Paul Argoe screen doors and windows, plain, or with bronze finish grille, aluminum finish grille and modern adjustable grilles. Specifications and suggestions for proper care of doors and windows are included. Paul Argoe Screens, Dept. SBS, P. O. Box 423, North, S. C.

**SHINGLE SALES AID.** A Do-It-Yourself demonstrator is a pre-punched blotter on which are printed two miniature K & M lock-tab shingles. The would-be purchaser of asphalt roofing shingles punches out the two shingles and fits them together, thus seeing the features which make the shingles wind and weatherproof. Keasbey & Mattison Co., Dept. SBS, Ambler, Pa.

**TIMBER DESIGN HANDBOOK.** The 1958 edition of the *Douglas Fir Use Book* contains 300 pages of structural data and design tables. About half the book contains text, illustrations, and examples on all timber design subjects. The balance shows tabular data on each of the subjects covered. Book costs \$5.00. The West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison, Portland 5, Ore.

**REDWOOD MOVIE.** "Redwood Roundtable" illustrates the Simpson method of redwood logging, and provides information on various redwood grades and their uses. The 20-minute film is available from the Simpson Redwood Co., Dept. SBS, Room 601, Arcata, Calif.

**HEATING-COOLING COMFORT.** A simple check-list of 37 questions enables the home-owner to check the C.Q. (Comfort Quotient) of his home. The questions pertain to the household plumbing, heating, and cooling equipment and can be answered by a simple yes or no. The Plumbing, Heating, Cooling Information Bureau, Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

**REFLECTIVE INSULATION.** New literature describes four types of Alfol aluminum foil reflective insulation. The brochure provides data on thermal efficiency, uses, and methods of application. The Reflectal Corp., Dept. SBS, 200 S. Michigan Avenue, Chicago 4, Ill.

**METAL LATHING AND FURRING.** "Specifications for Metal Lathing and Furring" gives specifications for solid and hollow partitions, wall furring, metal lath attached to wood supports, contact, furred and suspended ceilings, beam and column protection for fireproofing, and exterior stucco reinforcing. Fire-resistant ratings are also included in the

20-page booklet. Metal Lath Manufacturers Assn., Dept. SBS, Engineers Building, Cleveland 14, Ohio.

**WOODWORKING JOINTERS** and other woodworking machine tools are described in an eight-page, photo-illustrated catalog. Complete specifications are included. Walker-Turner Division, SBS Dept. 1003, Rockwell Manufacturing Co., 400 N. Lexington Avenue, Pittsburgh 8, Pa.

**WESTERN PINE DATA.** "Publications You Can Use" is a listing of over 100 publications available from the Western Pine Assn., Dept. SBS, 510 Yeon Building, Portland 4, Ore. Booklets, technical aids, folders, envelope enclosures, sales helps, species books — all concerning the Western Pine lumber species — are included.

**RAILING COMPONENTS.** "Railings in the Modern Manner" shows detail drawings of modern aluminum stock railing components, including railing posts, handrail mouldings, fittings, and handrail brackets. This Bulletin 831 is available from Julius Blum and Co., Dept. SBS, Carlstadt, N. J.

## ↓ NEW MARLITE DECORATOR PATTERNS

... for every new or remodeling interior,  
every prospect—businessman or homeowner

Priced for fast volume sales, these three new Marlite patterns add a decorator look to walls, ceilings, room dividers, sliding doors, counter tops. One of your highest profit items both in percentage and in total dollars per sale, Marlite now offers you a greater-than-ever opportunity for increased paneling dollars, both in business and residential building and remodeling. Get complete information from the Marlite wholesaler near you or write Marlite Division of Masonite Corporation, Dept. 997, Dover, Ohio.



**Marlite Celestial Panels**

Twinkling stars on a woven fabric background give interiors beauty and spaciousness. 4' x 6' and 4' x 8' sizes in four color combinations.

**Marlite Imperial Marble Panels**

Low-cost marble pattern available in 4' x 6' and 4' x 8' sizes in five attractive pastel colors for all decorator schemes.

**Marlite Peg-Board® Panels**

For beautiful working walls in 4' x 8' sizes.  $\frac{3}{8}$ " diameter holes are spaced 1" on centers. Available in most Marlite colors and patterns.

**Marlite® plastic-finished paneling**



MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

Branch Offices and Warehouses:

Marsh Wall Products, Inc.  
204 Permalume Pl., N. W.  
Atlanta 18, Georgia.  
Phone: Sycamore 4-9508, 4-9509

Marsh Wall Products, Inc.  
8908 Chancellor Row  
Dallas 35, Texas.  
Phone: Fleetwood 7-3518, 2-7811



As a builder I know the value of both sales appeal and customer satisfaction. That's why I always use Wolmanized® pressure-treated lumber everywhere wood members are near the ground or contact masonry in houses I erect. Then I can tell prospects and buyers, "These houses have lifetime protection against termites and rot." Naturally, both my lumber dealer and I profit. He gets more house jobs from me. I get more satisfied homeowners who recommend me.

W-11

**Wolmanized**

PRESSURE-TREATED LUMBER

If you're a dealer interested in products with growing profit potentials and markets, write for this booklet. It tells you about Wolmanized lumber, where to use it, where to get it.

Wolman Preservative Dept.  
KOPPERS COMPANY, INC.  
756 Koppers Building, Pittsburgh 19, Pa.

**Wolmanized®**  
PRESSURE-TREATED LUMBER



34

## WEYERHAEUSER EDITOR GETS EXCELLENCE AWARD

"Weyerhaeuser News," regular publication of the Weyerhaeuser Sales Co., St. Paul, Minn., was recently chosen for a top honor award for "general over-all excellence in the category of external publication." The competition, held recently at the general conference of the International Council of Industrial Editors, was par-

ticipated in by 915 publications from the United States and Canada. The "News" was the only publication from the lumber industry to receive an award.

Editor E. R. Gillis, directing the publication for the past eight years, accepted the award. The publication is designed primarily for Weyerhaeuser dealers and salesmen.

## Thomas Industries Reports '58 Six Months Earnings

Earnings of \$358,518 were reported for the first six months of 1958 by Thomas Industries, Inc., Louisville, Ky., manufacturers of lighting fixtures, power saws and paint spraying equipment.

This figure compares with earnings of \$508,675 for the same period last year, according to the report issued by Lee B. Thomas, chairman, and Frederick Keller, president. It was noted, however, that the earnings for the first half of 1957 were benefitted to the extent of approximately \$62,000 by the use of tax loss credit applicable to a subsidiary acquired in 1955.

Thomas Industries sales of \$9,694,273 were reported for the first half of this year as compared with \$10,007,605 for the same period last year. Pre-tax earnings were \$780,222 for the 1958 period as against \$985,628 for the first half of 1957.

The outlook for sales and earnings for the last six months of

the year is favorable, Keller speculated.

Thomas Industries, which has its general offices in Louisville, Ky., has manufacturing plants in Ft. Atkinson and Sheboygan, Wis.; Los Angeles, Calif.; Fort Smith, Ark., and Hopkinsville, Ky.

## Gypsum Roofing Plant Opens in Charlotte, N. C.

Formation of the RST Corp. in Charlotte, N. C., has been announced by the company's president and general manager, Edwin R. Todd. The new corporation reportedly will be the first firm in the Charlotte area to install poured-in-place gypsum roof decks.

From headquarters in Charlotte, the corporation has been franchised to serve North Carolina and South Carolina.

Garold Stewart of Charlotte is secretary-treasurer of the firm, and Jay A. Ramseur of Greenville, S. C., is vice-president.

## New Mill Rounds Out U. S. Plywood Expansion

The opening of a mill engineered to set new production standards for the plywood industry has rounded out a \$28-million expansion program of the United States Plywood Corp., according to company President S. W. Antoville's annual report to stockholders for the fiscal year ended April 30.

Production, estimated to reach an annual capacity of 72-million square feet, has started at the Youngs Bay plant in Roseburg, Ore., where the company owns a billion board feet of premium fir timber and where there are extensive government timber stands. The plant incorporates the most modern production techniques developed throughout the industry, designed to manufacture plywood of superior quality at a cost substantially below previous break-even levels.

Other major elements of the expansion program include a fully-automated prefinishing plant in Orangeburg, S. C.; facilities to open up and harvest the virgin timber along the fabled Rogue River near Gold Beach, Ore.; manufacturing plants in the Sault Ste. Marie area near Searchmont, Ontario; and a research center in Brewster, N. Y.

Fir plywood represented 39.2% of the company's record sales of \$203,242,147 during the fiscal year.

The remaining sales covered a wide range of building and industrial products, including recent developments in plastics and asbestos products, metal laminations and miscellaneous adhesives in the industrial categories.

## Second Quarter Shows Increase for Ruberoid

The Ruberoid Co. has reported that net sales for the quarter ended June 30, 1958 increased 9.7 per cent over the same period in 1957, but sales for the first six months were slightly lower than in the first half of 1957.

Although tonnage of Ruberoid products sold showed an increase in both the first and second quarters this year, net income for both periods was lower than in the comparable periods of 1957.

Ruberoid is a leading producer of asphalt and asbestos building materials.



## BETHLEHEM STEEL TO OPEN DEPOT IN CHARLOTTE

The Bethlehem Steel Co. will occupy this new wire rope mill depot in Charlotte, N. C., in September.

The depot will stock a full line of wire rope, slings, and other spliced products to improve service to Bethlehem distributors and jobbers in North Carolina and adjacent areas. It will be equipped to cut and coil all sizes of wire rope.

## A Dependable Source



## TARTER, WEBSTER & JOHNSON

ARE MANUFACTURERS AND DISTRIBUTORS OF

- ✓ Sugar and Ponderosa Pine Shop and Selects
- ✓ Sugar and Ponderosa Pine Boards
- ✓ Douglas and White Fir Shop and Selects
- ✓ Douglas and White Fir Dimension and Boards
- ✓ Incense Cedar Boards
- ✓ Redwood Siding and Finish
- ✓ Ponderosa Pine and Fir Mouldings
- ✓ Pine Sash and Panel Doors

In addition **TW&J** are actively engaged in the procurement and distribution of all West Coast lumber products and maintain buying offices in producing areas to give the trade complete one-call service.

## BALANCED SERVICE



For top quality lumber and lumber products look to - **TW&J**

**TARTER, WEBSTER & JOHNSON, INC.**  
P. O. BOX 3498  
San Francisco 19, California  
PROspect 6-4200 Teletype SF 211

**WPA**

**NEWEST DESIGN**

ALUMINUM RAIL

**Homecraft ELITE**

ELITE FABRICATORS • BEL AIR, MARYLAND

The "Sequoia" of Decorative  
Barry Shows the Way

Shipped and sold completely knocked down in 3" x 3" box. Available in 3'-4'-5' lengths. Eight foot flat and corner columns with scroll also available.

patent pending

Check these reasons you too, should be reaping profits.

- Year 'Round Sales
- High Mark-ups
- Free Sales Aids
- No Inventory-Space Problem
- For "Do-It-Yourself" Trade or Your Own Installation
- Adjustable! For Level or Stair Installations

Write Today

To: **ELITE FABRICATORS**

Dept. E-1-M  
Bel Air, Maryland

Gentlemen: Please send me the sales story on "Adjusto-Ease" Decorative Iron and "Homecraft" Aluminum Rail.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Jobber \_\_\_\_\_

## G-P TAKES GIANT REDWOOD ON GOOD-WILL TOUR



Sequoia Sempervirens, one of California's oldest residents, recently paid Fort Worth, Texas, a good-will call on a lap of its educational tour started last March from Eureka, Calif.

A giant redwood log 8' across, 20' long, and weighing in at 32,000 pounds, Sequoia is touring the country by truck as the major feature in the redwood roadshow of the Georgia-Pacific Corp.

The log, cut from a tree more than 1,500 years old and over 250 feet tall, is providing people all over the country an impressive look at one of nature's oldest — and biggest — living species. Georgia-Pacific, one of the major producers of redwood lumber, with timber reserves of 120,000 acres, states that the log is small by redwood standards, but weight and size limitations prevented use of "a big one." Common to the redwood logger are trees 12 to 16 feet across which must be quartered in the woods before they can be transported to the mill.

Ken Noble, Georgia-Pacific's ambassador from the tall timber, is the one-man cast of the show. He functions as driver, prop-man, narrator and general encyclopedia of woods-lore.

G-P spokesmen say response to the roadshow has been excellent, with better than one million visitors counted in the first third of the tour. The show already has completed a swing through the Southwest and Midwest with visits to over 400 cities and communities. Advance notice of the truck's route has brought many requests by city officials and townspeople for unscheduled stops in smaller communities. School children in many communities have received a brief holiday to line the roadside and watch the biggest tree they've ever seen pass through.

G-P is working closely with distributors and retail lumbermen in local areas through which the roadshow passes. A significant upturn in consumer interest in redwood has been reported by dealers participating in the program.

According to Noble, advance notice to television and radio stations and newspapers has resulted in excellent coverage of the show. Local Chambers of Commerce and city officials also have cooperated in every way to make the show an outstanding good-will venture for the corporation and the redwood industry, Noble said.

## Pyle-National Acquires Steber Manufacturing

Pyle-National Co. of Chicago, pioneer manufacturer of electrical connectors, fittings and lighting equipment, has contracted to acquire the Steber Manufacturing Co., of Broadview, Ill., a major producer of outdoor lighting fixtures and lighting equipment.

William C. Croft, president of Pyle-National, reported that Steber Manufacturing would continue its operations as a division of the Pyle-National organization. Steber's headquarters plant in Broadview, its West Coast manufacturing plant in Los Angeles, and its Canadian operation in Toronto, Steber-Woodhouse, Ltd., are all involved in the acquisition.

## Pitch Free

Autumn-toned western red cedar is one of the most sought after woods for interior finishing. It is virtually pitch free, so will take any kind of finish; paint, lacquers or wax work equally well.

## Acrylic Paint Volume Up 19% Over 1957

The volume of acrylic latex paint produced in the U. S. for the first half of 1958 was up 19% over the 1957 period, according to estimates based on sales of acrylic latex to the paint industry. The number of paint companies producing acrylic paint continued to increase during the period, and export sales of latex for foreign production of acrylic paint were up 8% over the 1957 first half.

These are estimates recently given by Gerould Allyn, coatings expert with Rohm & Haas Co., Philadelphia chemicals manufacturer and major producer of acrylic chemicals.

According to Allyn, the number of paint companies engaged in producing acrylic latex paints began at 44 in 1953, and had risen to 520 by the end of 1957.

He estimated that there are currently about 80 foreign producers of acrylic paints using acrylic latex manufactured in the U. S. These companies are located in some 35 countries in South America, Africa,

Asia and Europe. U. S. export sales of acrylic latex during the first half of 1958 showed an increase of 8% over the 1957 first half.

The acrylic position in the U. S. paint industry has been further strengthened by a fifth year of outdoor exposure results now available from a wide variety of test structures in each climatic region of the country. Technical evaluation of these exposures is encouraging for the future of acrylic paints, Allyn said. Findings have been published in a 56-page technical report with extensive tables and photographs entitled "Progress Report Four" now available from Rohm & Haas Co., Dept. SBS, Washington Square, Philadelphia 5, Pa.

Lang joined Ruberoid in 1939 as assistant sales manager of the New England district.

## Building Reputation

(Continued from page 48)

lumber business. He has been identified with lumber and mill-work in all of its phases for 17 years. His father, Albert E. Jones, at the time of his death last August, was the oldest active lumberman in Memphis, having spent 55 of his 77 years in the field.

The elder Jones, who had been associated with several lumber supply firms before launching Jones Lumber and Hardware Co. with his son 10 years ago, was succeeded as president by his son. Other company officers are R. C. Finn, vice-president; W. D. Bollinger, secretary-treasurer; and E. T. Chambers, assistant secretary-treasurer.

With a modern plant and modern techniques, Jones Lumber and Hardware Co. sees a bright future for its specialized operations.

## John Lang Dies; Ruberoid Executive

John Lang, 61, Greenwich, Conn., general merchandise manager of the Ruberoid Co., died July 7.

A veteran of more than 37 years in the building material business,

**GENUINE Warp's PLASTIC COVERALL**

PURE POLYETHYLENE SHEETING IN 3 THICKNESSES—WIDTHS FROM 3' to 40' — 100 LIN. FT. PER ROLL

Moisture-Proof CLEAR or Sun-Resistant BLACK

Warp's COVERALL is made in 3 thicknesses and many widths to meet any requirement in building or remodeling. CLEAR COVERALL is a tough, polyethylene plastic sheeting that has hundreds of applications (meets FHA specifications).

BLACK COVERALL, a tough, sunlight-resistant polyethylene plastic film is recommended for use where material is exposed to direct sun.

**Warp's COVERALL is the Best Polyethylene Plastic Sheeting Money Can Buy**

For current prices, samples, and product information on Warp's COVERALL, ask your Jobber or write to Warp Bros., Chicago 51.

- WATER-TIGHT
- ACID-PROOF
- ROT-PROOF
- STAYS FLEXIBLE AT 60 BELOW ZERO

Retail →	1¢ 2 Gauge FL. (.002 Thick)	2¢ 4 Gauge FL. (.004 Thick)	3¢ 6 Gauge FL. (.006 Thick)
Moisture-Proof <b>CLEAR</b>	3', 4' and 9 Ft. Widths	3', 6', 10½', 12', 14', 16½', 20', 24', 26', 32' & 40 Ft. Widths	6', 10½', 12', 14', 16½', 20', 24', 26', 32' & 40 Ft. Widths
Sun-Resistant <b>BLACK</b>	3 Ft. Widths	6', 12', 14', 16½', 20', 24', 26', 32' & 40 Ft. Widths	4', 6', 12', 14', 16½', 20', 24', 26', 32' & 40 Ft. Widths

Warp's Coverall also Available in Pre-Cut Packages from 12' x 12' to 20' x 20'

CARRIED BY RELIABLE JOBBERS EVERYWHERE  
WARP BROS. PIONEERS IN PLASTICS CHICAGO 51, ILL.  
—SINCE 1924—

## The Bennett 2-WAY PANEL SAW

CROSS-CUT OR RIP  
**TILE BOARD**  
**PLYWOOD**  
**PLASTIC LAMINATES**  
**HARDBOARD**  
And Other Materials!

NOW...make a PROFIT cutting panel boards to size!

Retail lumber yards all over the U. S. and Canada are using the Bennett 2-Way Panel Saw to give quick, accurate, cut-to-size service—at a profit.

ACCURACY—all cuts are consistently square. Vertical and horizontal scales are attached for selective cuts.

SAFETY—machine is fool-proof. Completely safe for unskilled help.

RIPS OR CROSS CUTS without removing panel from machine.

ONE MAN OPERATION—one man can cross cut or rip a 4' x 12' panel quicker than two men can on a table saw.

WRITE FOR PRICES AND LITERATURE

**RICHARD C. BENNETT MFG. CO.**  
BOX 331  
LACEYVILLE, PENNA.

## Store Traffic Upsurge

(Continued from page 42)

and building supply firm in Jonesboro, a city of 18,000.

Roach concentrates his advertising in newspapers and radio. The firm does little direct-mail advertising, relies to a great extent on years of good will for winning new customers through old, satisfied ones.

The esteem in which the company is held by Jonesboro citizens was shown during its open house celebration in the new building last fall.

The company moved into the new building last September 1 and held its formal open house October 25-26, after installing all of its new fixtures and displays. It received good newspaper promotion and registered more than 600 visitors during the two days and one evening. The top two attendance prizes were \$50 and \$25 in building materials.

"We received many compliments on our new building and our new lines," Roach reported. "Old customers as well as new visitors seemed to like what they found on

our floor and elsewhere.

"The proof of that, I guess, is in our increased sales", he smiled.

What about the future?

"We face the future with full confidence, knowing that we have the means of taking full advantage of the housing boom that is sure to come with an expanding population and the ever-present and growing remodeling market," Roach declared.

## Home Improvements

For the purchase of an older house that needs repairs or renovation it is possible to get an FHA-insured mortgage loan in an amount that will include the necessary improvements. The FHA commitment will be based on the value of the house as improved.

## Tulsa Beats Slump

(Continued from page 40)

There is no advertising in the Tulsa Home Information Center, and no sales are allowed on its

premises. Only small credit lines bearing the manufacturers' names are on displays for the public to see.

The men behind the Center believe a better educated home builder is a better buying home builder. The Center simply gives suppliers and contractors the opportunity to show their products. The public sells itself.

## Bonus Plan Inducer

(Continued from page 38)

"We don't go in for fanfare and hand out bonuses at a group meeting," said Culver. "We ask the employees to come in individually for a cordial chat. And we use the occasion to learn how he is faring; what, if any, are his problems; and to inform him how the company as a whole is doing. In doing so, we try to create the most desirable atmosphere for presentation of the bonus."

As a good will gesture the company often advances an employee's \$100 or more of his bonus before Christmas.

Non-selling employees such as

THE BETTER, HANDIER WAY TO BUY

# ALUMINUM NAILS



IT'S THE NEW  
**JOB-PAC**  
PULL-STRING PACKAGE

Each JOB-PAC "can" contains enough Tempered Aluminum Alloy Nails to apply a specified amount of wallboard, siding, roofing, etc. Contents and coverage are clearly shown on the front label for quick identification. No chance for loss or waste with this compact, pull-string container. The fine quality Phifer Aluminum Nails meet FHA requirements and are approved by the Redwood Association.

PACKED 20 CANS TO A MASTER CARTON

**PHIFER WIRE PRODUCTS**

TELEPHONE PLAZA 2-5594 TUSCALOOSA, ALABAMA

WRITE FOR PRICE LIST

bookkeepers and stenographers are reminded that through conservation of supplies they help the company make money and, hence, rate a bonus increase.

As for the proposed job evaluation, Culver is convinced that it will — if properly set up — help set salaries by "qualification" and eliminate the "personality" factor. An employee seeking advancement beyond the range of his position would first be urged to qualify himself for a position with a higher pay scale before applying for it.

## Sequel to Disaster

(Continued from page 37)

crete. Like the courthouse, it is of architectural concrete. Walls are 8" thick, floor and roof 5". Elevated 7½' above-ground and equipped with a watertight door, the building resembles a concrete vault, capable of riding out the severest storm.

One of the buildings badly damaged last summer by the hurricane was the Jeff Davis Electric Co-op. High winds tore away most of the

covering walls, leaving the concrete framework exposed. This building has now been restored.

Over-all impression given by Cameron is said to be one of vitality and of going ahead with the business of living. In their building program and in other ways, the people are making use of their past tragic experience to plan optimistically for the future.

## New Postal Rates

(Continued from page 35)

### How do I handle third-class bulk mailings?

You will need to be mailing at least 200 identical pieces of direct-mail advertising at one time to qualify. Next, you will need to buy a bulk mailing permit from your local postmaster. This will assign you a number that you will use when you buy stamps or have printed on your envelope when you use a printed permit instead of stamps on your advertising.

Which is best — stamps or printed permit?

Some lumber and building sup-

ply dealers feel that the use of precancelled stamps (regular postage stamps cancelled before they are affixed to the mailing piece) are best. This shows your customer that you have paid for the mailing of your advertising.

As you know, some years ago there was considerable fuss about the so-called "junk mail." This advertising used the printed permit and the address was printed on as "postal patron" with the name of the city. Some customers developed the mistaken idea that printed permit numbers were not paying their share of the postage cost.

Even if there may be some feeling about the use of the printed permit, you will find it has a definite advantage. You do not have to buy the stamps, you can store the excess until another advertising mailing is made, and you do not have to affix stamps to the mailing pieces. You can have your envelope printed with your return address and mailing permit at the same time, at no extra cost. You pay the mailing fee when the bulk mailing is delivered to the post office.

**When This Sign Goes Up**

**PROFITS ZOOM!**

Recognize This TIRED OLD PAL?

**FORTEX**  
MOLDED REINFORCED  
**RUBBER**  
FABRIC  
**PAILS**

Outlast 5 Ordinary Pails!

Virtually Unbreakable!  
Fully Guaranteed!

Ask About The Surprisingly Low Prices!

Every Terrazzo, Tile, Cement, Plasterer, Building, Construction customer needs the virtually unbreakable FORTEX® RUBBER PAILS! They are practically indispensable! Great for your Farmer, Rancher, Factory, Institutional, Maintenance customers!

FOR FORTEX PROFIT FACTS MAIL COUPON  
Or phone WHitehall 4-7298

MANUFACTURERS REPS  
We're opening up new Territories — write today!

CAUCHOTEX INDUSTRIES, INC.  
44 Whitehall St. New York 4, N. Y.  
Rush Fortex literature and prices.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Dealer's Name \_\_\_\_\_  
Address \_\_\_\_\_

SBS-9

## Ready-Mix Profit

(Continued from page 34)

"We don't care to enter the ready-mix business with a plant and all the attendant responsibilities which such a move would entail. We feel we're far better off with a hook-up to a reliable concrete dealer."

Deacon commented: "If only by reason of credit arrangements with their customers which we ourselves could never envision, the dealers have found our mutual alliance profitable.

"There are some contractors whose credit rating with us is low or poor to the point where we'd refuse to do business with them. However, such a contractor may be a very good customer of the building supply dealer and, because of his dependency upon him, may be a very good credit risk for the dealer, even to paying his bills promptly.

"When the dealer advises that he wants a load of ready-mix sent to that particular contractor, we accept the business with alacrity, because we know we'll get our money from the dealer, whereas we'd be chancing a direct deal with the contractor.

"Furthermore, by the very nature of his business, the lumber and building supply man maintains the closest and most frequent contact with contractors, who form the backbone of his supply business, and who are the major buy-

ers of concrete. In addition, the dealers maintain very close rapport with farmers and home-owners who are steady customers for the many household items carried in the building supply store, and whose small, though frequent purchases of concrete add up to a sizeable total."

According to Deacon, a veteran of the lumber and concrete business, the friendly relations maintained between the building supply dealers and their customers mean that dealers have excellent selling opportunities.

"In many cases," Deacon went on, "we don't even know about a job until the dealer tells us. Consider the vast amount of remodeling work that goes on constantly. The building supply dealers can hunt down and solicit this work. We know little about these jobs, and normally we'd miss them. But because we trade with the dealer, we may get to sell a sidewalk that would otherwise go to a competitor.

"On the other hand, suppose we're supplying the material for a block garage. We call a building supply dealer who does business with us, and he gets an opportunity to sell the lumber for the garage.

"Consensus among the building supply merchants is in favor of such package-deal arrangements."

Said Wyman Hallowell, a Sarasota building materials dispenser: "We do more financing for contractors than ready-mixers do, and we carry them for 60 days. Consequently, the builders would rather buy all their needs, including concrete, from us.

"Our prime concern is to help the contractor complete his job with dispatch, providing a package-deal on as many of his needs as is possible within the framework of our organization. This better insures prompt payment for our wares. By reason of his dependence upon us as chief supplier, the contractor will maintain his credit standing with us."

Working with the concrete supplier also proves profitable for the building supply dealer, Deacon noted. "It gives our building dealers an opportunity to wrap up a deal with a customer he might otherwise lose, if that customer is forced to shop around for his concrete needs.

"By supplying his customer's concrete needs the dealer sells an entire bill of goods and prevents possible exit of the customer to the competition."

## Classified Advertising

### FOR SALE

**VIROLA.** The exotic wood from South America that is gaining acceptance like wildfire for mouldings, trim, special millwork, cabinets, wall paneling.

Locs and finishes like mahogany. Works better — more stable — costs far less.

We are largest U. S. importers. Maintain adequate stocks in Lynchburg, Va. AD or KD. Truck or rail shipments. Please write, wire, phone for quotation — samples.

### RUSSELL SIMMONS LUMBER CO.

Box 2067. Phone LD 957, Greensboro, N. C.

### MANUFACTURER REP. WANTED

Wanted — Manufacturer Representative — to sell complete line of ornamental iron and aluminum railing and columns. A Do-it-yourself item — a volume product with fast turn-over. Liberal Commission. State area in which you sell when writing for details.

Elite Fabricators  
Bel Air, Maryland

### LINES WANTED

Manufacturers Representative desires good connection, with protected territory, on Plywood, Doors and Aluminum Products. Experienced in building material field in Southern States. Address Box 97, Southern Building Supplies, 806 Peachtree St., N. E., Atlanta 8, Ga.

### MANUFACTURER'S REPS. WANTED

To sell Aldor's exclusively designed Fiberglass-Plastic, Aluminum, and Steel Overhead Garage Doors. Exceptional opportunity for agents now handling wood garage doors or line of building products sold to accounts which could be our prospects. Give full information, lines, territories covered, etc.

Aldor, Inc.  
4300 N.W. 26th Avenue  
Miami 42, Florida

### BUSINESS OPPORTUNITY WANTED

CASH FOR YOUR BUSINESS . . . and stay on as manager. WANTED well-established HOME IMPROVEMENT BUSINESS, with proven background and earnings record. Min. \$200,000 annual sales, present owner to remain as manager, if he so desires. Reply to Box 98, Southern Building Supplies, 806 Peachtree St., N.E., Atlanta 8, Ga.

"THE VERY BEST IS"

**TEMPLIN**  
ENGINEERED ROOF FRAMING

ALL AGENCY AND BUILDING DEPARTMENT ACCEPTANCE  
ENGINEERED BROCHURES AVAILABLE TO ARCHITECTS

FRANCHISES  
NOW AVAILABLE  
FOR  
TRUSS MANUFACTURERS  
AND  
PROGRESSIVE LUMBER SUPPLIERS

No Special Equipment Required  
WRITE OR PHONE

**TEMPLIN**  
ASSOCIATES, INC.  
Vero Beach, Florida

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WISE BUILDERS INSIST ON GENUINE

## DUR-O-WAL

Rigid Backbone of Steel For Every Masonry Wall



Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N. Y. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD., Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal of Colorado, 29th and Court St., PUEBLO, COLORADO. Dur-O-wal Inc., 165 Utah Street, TOLEDO, OHIO

## Positive Window Control

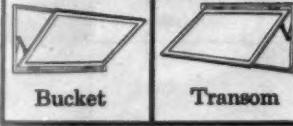
### Ideal Heavy Duty Friction Stays

for casement windows and transoms

No. 17—180° opening. Strong, self-staying to hold windows open in any position 0 - 180°. Protect against wind damage and provide adjustment for ventilation. Two adjustable friction heads at elbow and sash bracket equipped with Bakelite friction washers. Reversible for right or left hand installation. Only 1 3/4" mounting space needed. Heavy cadmium plated.

No. 17½—For ordinary casement sash and transoms requiring limited opening 20° to 35°.

No. 17¾ for wide windows opening 20° to 90°.



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IDEAL BRASS WORKS, INC.  
250 EAST 5th ST • ST. PAUL 1, MINNESOTA

## QUALIFIED TO SERVE YOU

### Our Modern Mills and

### Dry Kilns

Operated by men who know Lumber assure you of  
**QUALITY PRODUCTS Precision Made**

A Mixed Car can contain Standard Items plus Moldings, Interior Trim, Glued Panels

We are Experts at Finger Jointing

The Ralph L.

**SMITH**  
Lumber Company

ANDERSON, CALIFORNIA

Members: Western Pine Assn., West Coast Lumber Assn., Ponderosa Pine Woodwork

# Patio Magic

AMERICA'S FINEST  
ALUMINUM SLIDING GLASS DOORS

ADD BEAUTY AND LIVABILITY  
TO EVERY ROOM IN THE HOME

K.D.  
(Without  
Glass)

ASSEMBLED-  
CARTONED  
(Glass  
Included)



Breakfast bar is separated from patio  
by Patio Magic.

ONLY PATIO MAGIC  
OFFERS THESE  
SUPERLATIVE FEATURES

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- Schlegel Wool-Pile Weather stripping All Around
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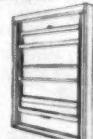
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G-P packaging prevents customer pick-over, yet opens neatly for one-piece sale. Clear labeling, big selection, helps this new finish line move fast!



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<b>LENGTHS</b>	4'-5'-6'-7'-8'-9'-10'-12'-14'-16'-18'-20' (each length separately packaged)		
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